SATURDAY NIGHT

IN THIS ISSUE

WHAT YOU SHOU[3] KNOW ABOUT LYI[N]

by Dr. W. E. Blatz

FEBRUARY 6, 1951 VOL. 66, NO. 18

FIGHTER PILOT: *Red Indians in England.*

10c

Help for Student Editors

What to Do About Inflation

Paul Hesse photo

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THE CANADIAN ILLUSTRATED WEEKLY
Established 1887

Vol. 66 No. 18

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BEHIND THE SCENES

Cover: RCAF air and ground crews are England. But this time the pilots, like F/L **Greatrix** of Peterborough, Ont., are flying tw Vampire jet planes, not the Spitfires, Lancasts Mosquitoes of the last war years. For the weeks members of Canada's famous Red Fighter Squadron have been flown by Nor transport planes from their Chatham, NB, sta the new training base in Odiham, England. T is Squadron Leader R. T. P. Davidson of Van Formed in 1942, disbanded in 1945 after an ex combat record, and reborn in September, 1949, the Red Indians' 421 is t RCAF squadron to leave Canada since the end of World War II.—*Ph National Defence.*

Notebook: The Jan. 9 SN story on Foon Sein, "Mayor" of Vancouver's colony, caused much comment there. Foon ordered 50 copies of SN grandchildren". . . Reader comments on the Jan. 23 story on Jewish-marriages may lead to a follow-up article . . . What are the dangers of these days of international tensions? How could the enemy employ devices? What's the psychology of rumor? How can you spot one? SN w a few answers next week, with the international "Man-of-the-Hour" on the

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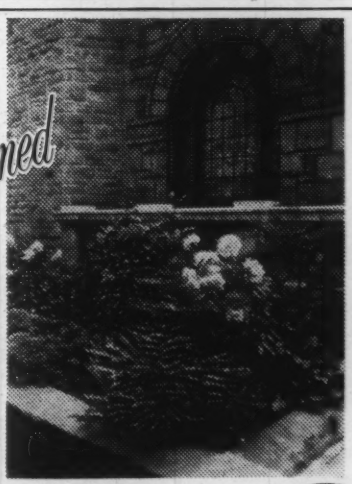

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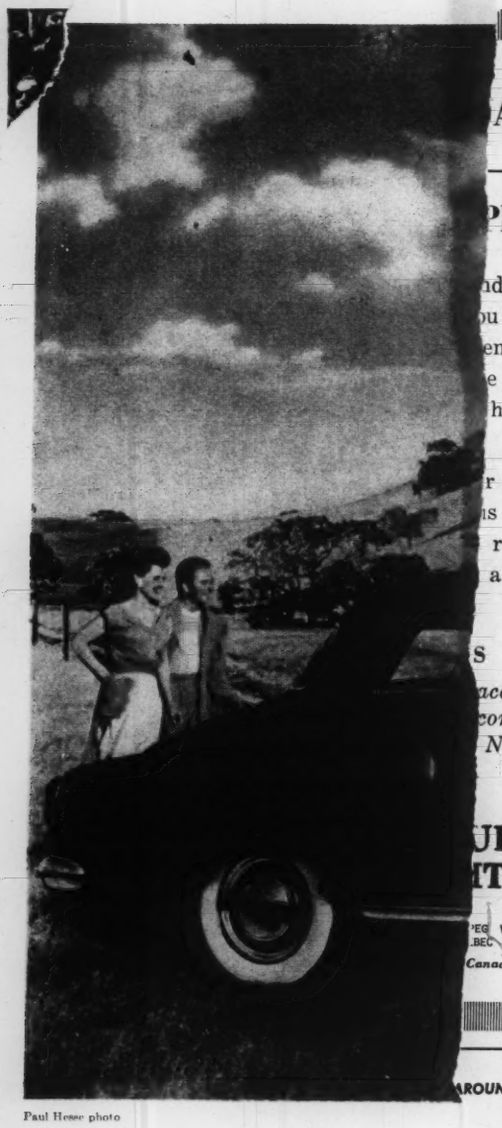

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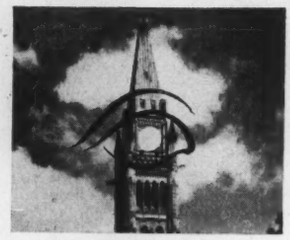

OTTAWA VIEW

SAME BRISK EISENHOWER

GENERAL **Eisenhower's** short and businesslike visit to Ottawa helped to bring attention back from the Far East to Europe, which Canada has always considered the vital theatre. Eisenhower has not changed. He is as brisk and confident as he was in the old days in Europe. He is too polite to be curt, but everything he says and every move he makes is calculated to show that he means business. He exercises a firm veto on the program laid out for him. When there has to be ceremony he carries it through with dignity, but he likes to "get it over with" with a minimum of fuss and a minimum of time. This is the same Eisenhower who moved his headquarters out of London to avoid the parties and receptions and time-wasting politenesses. He has taken down most of the rows of ribbons he's entitled to wear on his chest, but still wears the famous SHAEF flash on his left arm, the one with the flaming sword on a black ground under a rainbow.

In a very few minutes he gave the press in the crowded little waiting room at Rockcliffe airport, he delivered—without notes—a very short, admirably concise address about the aims of NATO. Any statesman might have envied it. His voice has a resonant sincerity and his wide blue eyes are kindly, but they don't miss much. The sword and the rainbow are still his symbols.

CANADA AT UN

WHILE Eisenhower started his talks with the Canadian Cabinet and Chiefs of Staff, **L. B. Pearson** was making his long-awaited speech to the UN Political Committee. He spoke on the U.S. resolution which, among other things, would brand China an aggressor. If that were all it did, there would have been less fuss here and in other capitals. The thing which really alarmed the Canadian Government, and which Pearson tried to offset in his speech, was not only the suggestion of collective measures against China, but the very clear indications that the U.S. resolution might block the way to all possible future negotiations. The speed with which **Dean Acheson** hastened to call the Chinese reply a "rejection" of the cease-fire proposals, and the unbelievably flat-footed statement by **Ernest Gross,** alternate U.S. delegate at Lake Success, both confirmed this view. **Warren Austin's** speech to the Political Committee capped it. One anti-Communist and extremely democratic delegate called it "hectoring, bullying and offensive."

The Canadian Government are well aware that their position disappoints Americans; especially because Pearson was closer to them than most of the others at Lake Success. The great Canadian effort, as Pearson's speech showed, has been to find a reconciliation between Washington and the Commonwealth and other UN members who will not go along with U.S. acceptance of China as a permanent enemy.

PEARSON'S PEN PALS

THE FLOOD of mail pouring into Pearson's office shows some interesting currents. Two organized campaigns of letter-writing show up clearly. One is the inevitable and unmistakable Communist campaign in favor of recognizing the Peiping Government and seating it in the UN. The other, less expected but just as organized, is a campaign against recognizing Peiping; and the bulk of these letters come not from Quebec, as you might think, but from Ontario.

Apart from these two organized campaigns, the individual letter-writers make up another three groups. There are the out-and-out abusive, which call Pearson an "appeaser" and worse. There is a large batch from people who are very anxious: they are mostly worried by the trend of U.S. policy. And there are what you might call the "frightened."

COLOMBO AGAIN

ON FEBRUARY 12 officials of the Commonwealth will meet at Colombo to continue the organization of the "Colombo Plan" for economic assistance to south-east Asia. This is one of the most hopeful signs on the horizon, because the United States will also be represented. It will be the first time the U.S. has had any official hand in the Commonwealth's economic assistance program. Main task of the meeting will be to work out an organization to handle the program: on the assumption that the money will be forthcoming.

The U.K. has announced a contribution of at least £300 million (or $900 million) over the six years, which is mostly accounted for by a release of sterling balances in the amount of £35 million a year. Ottawa believes that this represents a very considerable sacrifice by the U.K. Moreover, Australia has promised £7 million (sterling) or $21 million in the first year. The Canadian Cabinet has not yet got around to deciding what our contribution will be.

Of even more immediate practical importance is the Indian request for wheat, which is getting the cold-shoulder from Washington. Canada is getting close to being sold out of the high grades of exportable wheat for this year. In the high grades we could not come near meeting the two million tons (roughly 75 million bushels) which India is seeking from the U.S. But we have a good deal of low-grade wheat, which might meet part of India's desperate need.

CAPITAL COMMENT

What Do We Know About Asia?

HOW GOOD is our foreign information? This may be a matter of no more than academic interest in quiet times, but with World War III threatening, it becomes a far more momentous question.

As citizens of Canada we are called upon to support or oppose our government in its foreign policy. How can we use our democratic power wisely unless we are objectively and fairly informed about the international issues being decided in the nations' capitals and at UN headquarters? What a tragedy it would be to commit ourselves to an intransigent policy on foreign news or information which turned out later to be gravely inadequate, or tainted or misleadingly "interested"!

This works both ways. We might take a militant attitude when the true situation called for negotiation, and thus be party to the starting of an unnecessary war. We might adopt a "soft" attitude when the logic of the situation called for adamant opposition, and lose the "cold war" to a crafty and deceptive enemy. Surely accurate and realistic information of the most complete nature is a fundamental need for military commanders, statesmen and citizens alike.

Are we getting it in the present crisis? The sources of foreign news in Canada are reasonably well known. They are probably as good as those enjoyed by any group of readers in the world, that is, for the relatively small section of Canadians who regularly read the best U.S. publications and the leading British publications, and who listen to the proceedings of the United Nations as broadcast by the C.B.C. and the U.S. networks.

Outside Influence

But there are circumstances which give Canadian readers in the mass a set of opinions on international matters very powerfully influenced by U.S. views. The Canadian Press and the British United Press draw heavily for their foreign news from the Associated Press and United Press services. A larger total of U.S. magazines is read in Canada than Canadian magazines. Canadians are avid readers of U.S. newspapers, and many of them listen to U.S. broadcasting stations.

The steady reader of, say, the *Times* of London, the *Manchester Guardian*, *The Economist*, The Sunday *Observer*, and *The Listener*, forms a very different concept of Asia today from that of the North American who follows *Time*, *Life*, *Newsweek*, and the AP-UP versions of events. So different, in fact, that a reader of both groups must wonder where the truth rests, since the two separate pictures often cannot be reconciled.

There is some reassurance in the experience of World War II. Any one who read freely of the best Canadian, U.S. and British publications during 1939-45, obtained a reasonably accurate day-to-day account of the fluctuating fortunates of war. Considering how much had to be withheld, the correspondence of general impression to actual fact was remarkable. One can say this with considerable assurance, because the four volumes of Churchill's war memoirs have since made it possible to match the war facts as seen by him with the position such as an intelligent reader would have gleaned.

Those events, however, centred in Europe. It seems to me that our ignorance of Asia is still profound. And, unhappily, we are being called upon to make basic and possibly irrevocable decisions about Asia.

Supposed Expert

The assiduous and discriminating reader can, no doubt, begin to discern the broad outlines of Asian reality. But the pitfalls are many. I picked up, idly, just before beginning this column, a book about China written some years ago by a foreign correspondent who had, it was said, spent 15 years in that country and had come to know it intimately. The book was launched into the world by a most reputable London publisher, and commended to the reader in its preface by a widely-known traveller.

"With all its faults, its hesitancies before some vital problems," wrote this foreign correspondent, *"the Chiang Kai-shek government remains the best that China has had in centuries."*

Under the heading "Can China Go Red?" the author argued that "even the slight possibility of a return to communist influence" could be eliminated by help from the western world. "The Chinese at heart is a capitalist, from the humblest citizen to the most powerful." And again, "The communist party has now become practically an agrarian reform movement, a very desirable thing in China . . . and there is nothing of "dictatorship of the proletariat about it." And much more in the same vein. Is our present "information" any more reliable, one wonders?

by Wilfrid Eggleston

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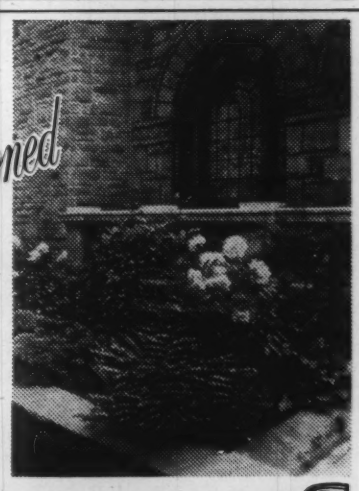

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CANADIAN BREWERIES LIMITED

AND SUBSIDIARY COMPANIES

REPORT OF THE BOARD OF DIRECTORS

Toronto, Canada, January 17, 1951

To the Shareholders:

Your Directors present herewith a statement of the affairs and financial position of your Company for the fiscal year ended October 31st, 1950.

Sales—Sales, both in physical volume and in dollars, were at record levels, the dollar figure being $100,374,418, up from 1949 by more than $5,300,000.

Profits—Notwithstanding the increased sales, net profit declined from $6,688,835 in 1949 to $5,068,341 in the year under review. This possibility was mentioned at the Annual Meeting held in January, 1950. Profit margins were substantially reduced owing to increases during the year in uncontrollable expenses. The principal expense categories where these increases occurred were in wages, malt, cartons, freight and other distribution expenses. It was only by practicing the most rigid economies that the profits could be maintained at $2.30 per share, compared with $3.04 per share in the previous year.

Plant Expansion—The most important capital addition during the year was the construction of a new bottle-shop and shipping building for the O'Keefe's Simcoe Street plant in Toronto. This plant houses the most modern and up-to-date bottling machinery, which has enabled your Company to effect considerable cost savings. New Laboratories to house the Research Departments of Canadian Breweries Limited and Victory Mills Limited are under construction, and it is hoped that occupancy can be obtained late next spring.

Balance Sheet—The strong financial position of your Company is reflected in the Balance Sheet, which shows working capital of $12,143,600, up from $11,597,559 the previous year. Funded debt was reduced by $1,600,000 during the year to $16,910,000.

Shareholders—The number of shareholders increased during the year to 18,567.

Outlook for the Future—In Canada price adjustments were forced by the imposition of an additional 5 cents per pound in the malt excise duty. The effect on volume of the increased prices is as yet uncertain. In your United States subsidiary sales are now running 50% ahead of a year ago, after showing progressive improvement for twelve months. There is every reason to expect that this improvement will continue.

Dividend Policy—Declaration of an interim quarterly dividend of 25c per share payable January 2nd, 1951 to shareholders of record November 30th, 1950, signified a dividend policy change. Hitherto regular quarterly dividends of 50c were paid. Future policy will be to declare interim dividends in each of the first three quarters of the Company's fiscal year, with a final dividend in the fourth quarter, the amount of which will be decided in the light of operating results of the first three quarters. The Company's policy will continue to be to pay out in dividends each year approximately 60% of net profits. The Company takes pride in being the only brewing company in Canada that has consistently issued quarterly statements for many years. In this way, the shareholders are kept abreast of developments and are given an opportunity to keep in close touch with the Company's affairs. This policy will be continued in the future.

Your Directors gratefully acknowledge the loyalty, cooperation and support of the 3,292 employees of your company.

On behalf of the Board of Directors,

E. P. TAYLOR, *Chairman.* G. M. BLACK, Jr. *President.*

CONSOLIDATED BALANCE SHEET AS AT THE 31st OCTOBER, 1950

(Stated in Canadian Funds)

ASSETS

		31st October 1950	*31st October 1949*
Current Assets			
Cash on hand and in banks	$ 1,812,224		
Investments in marketable securities at cost (Quoted market value $1,305,000)	1,293,746		
Accounts receivable less allowance of $67,281 for doubtful accounts	2,757,167		
Refundable portion of excess profits tax due 31st March, 1951	516,709		
Inventories	11,863,011		
Prepaid expenses	572,635		
Total Current Assets		$18,815,492	*$20,644,370*
Refundable Portion of Excess Profits Tax due 31st March, 1952		148,290	*665,009*
Investments in Allied Companies at cost			
Listed shares (Quoted market value $285,000)	284,811		
Subsidiary not consolidated Dominion Malting Company Limited	2,105,238		
Other shares and advances	2,715,782	5,105,831	*5,802,976*
Fixed Assets			
Land	2,063,475		
Buildings	20,914,043		
Plant and equipment	25,262,626		
	46,176,669		
Less: Accumulated provision for depreciation	16,125,804		
	30,050,865		
Returnable containers of United States subsidiaries on hand or in hands of customers, at cost, less accumulated provision for depreciation of $643,713	870,810	32,985,150	*33,505,993*
Sundry Properties and Investments at cost, less reserves of $173,972		1,409,529	*1,090,283*
Deferred Charges			
Debenture discount and expenses, less amortization	327,795		
Sundry	44,022	371,817	*469,878*
Premium Paid upon acquisition of brewing subsidiaries since the 31st October, 1943, less amortization		3,194,422	*3,349,194*
		$62,030,531	*$65,527,694*

LIABILITIES AND CAPITAL

		31st October 1950	*31st October 1949*
Current Liabilities			
Accounts payable and accrued charges	$ 4,107,760		
Provision for income taxes less payments thereon	2,564,132		
Total Current Liabilities		$ 6,671,892	*$ 9,046,811*
Debentures and Notes Payable			
2¼% Serial note	367,500		
3% and 3½% Notes	3,292,500		
Debentures secured by first mortgage			
Authorized and issued: $15,000,000 of which $1,750,000 have been redeemed			
Outstanding:			
3% Serial debentures	2,000,000		
3½% Sinking fund debentures	6,500,000		
4% Sinking fund debentures	4,750,000	16,910,000	*18,510,000*
Provision for Refund of customers' container deposits of United States subsidiaries		710,358	*435,090*
Minority Interest in a United States subsidiary		717,187	*1,183,041*
Capital and Surplus			
Capital Stock—authorized 2,500,000 common shares of no par value of which 2,200,000 shares are issued and outstanding	20,451,123		
Capital Surplus	1,726,565		
Earned Surplus	14,843,406	37,021,094	36,352,752
		$62,030,531	*$65,527,694*

Approved on behalf of the Board,

E. P. TAYLOR, *Director.*

G. M. BLACK, Jr., *Director.*

AUDITORS' REPORT

To the Shareholders,
Canadian Breweries Limited.

We have examined the books and accounts of Canadian Breweries Limited and its wholly owned subsidiary companies for the year ended the 31st October, 1950. In connection therewith, we tested accounting records and other supporting evidence and made a general review of the accounting methods and of the Profit and Loss and Surplus Accounts for the year. The accounts of Brewing Corporation of America, included in the consolidated accounts attached hereto, have been examined and reported upon by Messrs. Lybrand, Ross Bros. & Montgomery. The item Provision for Refund of Customers' Container Deposits appearing as a current liability in the accounts of Brewing Corporation of America has been reclassified as a non-current item. The net assets of Brewing Corporation of America represented approximately 10 per cent of the consolidated net assets as at the 31st October, 1950. Based upon such examination and the report of other accountants referred to above, we report that all our requirements as auditors have been complied with and that, in our opinion, the accompanying Consolidated Balance Sheet and Profit and Loss and Surplus Accounts supplemented by the explanatory notes 1 to 8 appended thereto are properly drawn up so as to exhibit a true and correct view of the state of the affairs of Canadian Breweries Limited and Subsidiary Companies as at the 31st October, 1950, and the results of operations for the year then ended according to the best of our information and the explanations given to us and as shown by the books of the companies. We also report that, in our opinion, generally accepted accounting principles have been applied during the year, on a basis consistent with that of the preceding year except as to the change indicated in note 8 which we approve.

Dated at Toronto, Ontario.
22nd December, 1950.

GEORGE A. TOUCHE & CO.,
Chartered Accountants,
Auditors.

CONSOLIDATED EARNED SURPLUS

Balance at credit the 1st November, 1949	$14,175,064
Net income for the year ended the 31st October, 1950	5,068,342
	19,243,406
Dividends paid, totalling $2.00 per share	4,400,000
Balance at credit the 31st October, 1950	$14,843,406

SATURDAY NIGHT

The Front Page

Vol. 66 No. 18 February 6, 1951

Party Responsibility

WE CANNOT help thinking that there is a good deal of validity in the criticisms expressed by Mr. Eugene L'Heureux of the *Opinion Libre* editorial service, concerning the discrepancies between the English and French utterances put out over the networks of the CBC. One is accustomed to hearing individuals, calling themselves Conservatives or Progressive Conservatives and speaking the French language, use a very different set of ideas from those which are customarily expressed by Conservatives speaking in English; but that is after all a more or less private and personal matter; Conservatives, like Liberals and Socialists (the Communists are not worried by this sort of thing), are entitled to a certain amount of variety in their thinking, and Mr. Drew does not have to be held responsible for the speeches at every backwoods PC meeting.

But the officially allotted Conservative hour on the CBC is a rather different matter. The public is entitled to assume that what is said over the French network is an officially endorsed expression of the opinion of the party. It is surely on that theory that time is allotted to it by the CBC. The other day, while Mr. Diefenbaker was using the English network for a very able criticism of the Government on the ground of inadequate preparation for the world struggle against Communism, his fellow-orator on the French network was devoting the same time to a series of attacks upon war expenditures and of suggestions of the rapid approach of conscription, in a speech containing, according to Mr. L'Heureux, "everything calculated to develop the worst possible feelings among a people whose serious statesmen, both in the Government and in the Opposition, find themselves under the painful necessity of imposing heavy sacrifices for the national defence".

All we ask is that the leader of any national party using party time on CBC networks should accept full responsibility for what is said over those networks in either of the official languages.

A Tax Illogicality

PARLIAMENT will presumably be doing some revision of the Income Tax Act during its current session, and we hope it will get around to dealing with one small anomaly to which we have drawn attention on previous occasions.

The first $1,000 of the income of a spouse is added to the taxable income of the other member of the alliance, by reducing his or her exemption (except for the first $250). If this income were taxable as income of a Canadian resident in any other circumstances, it would entitle that resident to a remission of tax to the extent of 10 per cent on all dividends received from Canadian corporations. But in the case of income imputed for taxation purposes to the other spouse, by reduction of the married exemption, no such remission can be claimed. If the whole $750 is the proceeds of such dividends, then there is a clear loss of $75 which in any other circumstances than these would be deducted from the tax due.

This appears to be entirely illogical, and was probably the result of an oversight in drafting the clause granting the exemption; and we hope that it will be tidied up before the taxes on 1950 income fall due. The exemption is simply a partial relief from double taxation, and there is no reason why a married pair should be deprived of it when anybody else can obtain it.

Ground for Anxiety

Last week's vote in the UN had a lesson for timorous Canadians as well as for Washington. In support of the impatient American opposition to a 48-hour recess to consider the Peiping reply there were recorded the votes of the Latin American countries, of the Philippines, of Greece and of Turkey; and of no-one else. We cannot believe that they are all out of step but Harry.

PASSING SHOW

THE British Snail-Watching Society has disbanded, and we suspect that its members are now watching civil servants at work.

"Then", complains the *Ottawa Journal*, "there's the lady who, knowing she's going to get out at the second floor, goes right to the back of the elevator". She's not the trouble, brother; it's the lady who, knowing she's going to the top floor, insists on standing in the middle of the front of the car.

"Women cheerleaders and drum majorettes are not permitted at McGill University." It will be interesting to find out whether this results in deterioration of the athletic and intellectual standards of the university.

Who put the bullet in the *Edmonton Bulletin?*

The *Owen Sound Sun-Times* says that the younger generation of Canadians are entirely ignorant of the virtues of the baked apple. Worse that that, the poor things know nothing of the apple dumpling.

Complaint is made that the new Canadian nickel is not beautiful. As it is not very useful either, what is the good of it?

Business-as-usual is over for a generation, says Claxton. Which merely means that business-not-as-usual will become business-as-usual.

Vandalism is said to be the result of teenagers reading about other vandalism. How far this little vandal spreads its beams!

We gather that the new Liberal slogan in Ontario politics is "Thomson says."

A former President of Haiti, said to be a Communist, has a fortune of six million dollars. You have nothing to lose but your chains, comrade.

What Toronto's civil defence seems to need is a few civil defenders.

Lucy says she can't worry about Stalin's successor while she still has to worry about Stalin's successes.

"NEVER MIND THE SALES TALK, DOUG. I'LL BUY IT!"

Even among this corporal's guard there were probably some who were influenced chiefly by the fear—felt also by all the other Western countries, but not yet strongly enough to overrule their policies—of what the United States may do if it does not get its way in the United Nations. Several tempting forms of isolationism are offered to it by different Republican leaders. It may accept one of them. If it does it will be a tragedy for the free world, and not least for the United States; but it is a tragedy which neither Canada nor anyone else can do much to avert. If the only way the United States can be persuaded to retain its position of world leadership is for the rest of us to play a docile game of follow-my-leader, then that leadership may be too high at the price.

The foreign policy of a great and responsible nation cannot be built on popular emotion. The task of statesmanship is to temper emotion with reason, knowledge and the long view. The seeds of the present trouble with China lie in the fact that U.S. Far Eastern policy has for years been determined by the changing political pressures of a fickle public, and not by consistent planning towards a well understood end. That was true long after Dean Acheson became Secretary of State, and has continued to be true even after the outbreak of fighting in Korea. The current operations of the MacArthur lobby and the Chiang lobby, and the efforts of the Republicans to make capital out of the Administration's difficulties, are producing a situation which the democratic world outside of the U.S. can only regard with the deepest concern and anxiety.

That "O Canada"

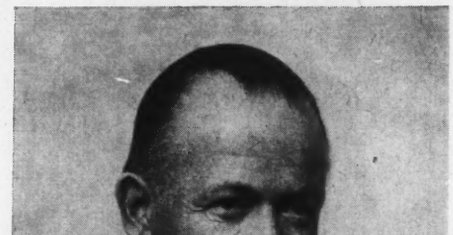
THE Association of Canadian Clubs will have to hurry up if it is going to replace the English "O Canada" of R. Stanley Weir with another and possibly better version. This year is the seventieth anniversary of the composition of what was originally the national hymn of French Canada but has now become a national hymn of the entire Dominion. In Quebec a committee has been formed with a view to erecting a monument to the authors of this work, and it is proposed to include not only Calixa Lavallée and Judge Routhier, the composer and original French poet, but also Mr. Justice Weir.

Monuments are a trifle permanent, and if Mr. Justice Weir gets himself represented in bronze, or even in deep-cut Roman lettering, on a pedestal with his two co-workers it will be difficult to get the country to believe that his is not the officially acceptable version.

Perhaps the Association could induce the committee to leave a blank for one member of the trio. This is sometimes done with family tombstones, though in that case the reason is not that the last comer is not yet known, but merely that he is not yet dead.

Inter-Planetary Travel

WE WISH we could share the enthusiasm with which Mr. Gladstone Murray—rather depressed about the human race so long as it is confined to terrestrial limits—looks forward to the beneficial results of inter-planetary travel. He told the Women's Canadian Club of Orillia the other day that "the exploration of the solar system, due to begin within 25 years, will exert a tremendous influence upon human psychology, quite apart from any tangible benefits it may bestow. Experimental space ships have been designed. Once atomic power is made available there will be no insuperable obstacle to the



—Bee Belton, London

WANTS *inter-planetary travel: Gladstone Murray.*

exploration of the solar system with the moon as the base. The psychological impact upon Europe of the discovery of America was trifling compared with the impact of inter-planetary travel upon the whole human race. A new and wholesome sense of proportion will be unavoidable."

That particular element in human nature which is forever crying for new worlds to conquer will no doubt be immensely gratified when it finds that it can do some conquering on the planets Mars, Venus and Neptune. The probability that these will prove as attractive, or even as feasible, climatically as Virginia and Brazil seems to us to be remote. After all, Virginia and Brazil enjoy the same atmosphere and the same pull of gravity as the Mediterranean basin in which our civilization was cradled. But the process of taking possession of America after it had been discovered was one of almost continuous conflict (which may not yet be terminated) between different sections of the human race; and the prospect of a similar conflict over the colonization of Mars leaves us definitely cold. And the present measure of success attending the organization and putting to work of the United Nations does not encourage us to expect an easy time when we have to tackle the organization of the United Planets.

Lethbridge's Booster

FEW Canadian cities have enjoyed more consistent advertising from their daily newspaper press than Lethbridge has received for many years past from the *Lethbridge Herald*. It is true that Lethbridge has one great advantage; nobody minds its paper doing a bit of boasting about it, whereas when any Toronto newspaper starts boasting about Toronto there are always loud cries of "Hogtown". Perhaps when Lethbridge approaches a million population it will suffer from the same disability.

It should however be noted that the boasting of the *Lethbridge Herald* about Lethbridge has always been well based and substantially documented. The *Herald* does not often turn itself loose with predictions such as the one headlined in its half-century review, "Next Half Century Will Be South Alberta's"—a statement that can hardly fail to be true in some sense, because there is hardly any sense which it could not bear. But there is no getting away from the fact that despite a reduced wheat crop the production of new wealth in South Alberta in 1950 fell only slightly below the record figures for 1948 and '49, that permits were issued for 341 residential buildings, that total building permits have ranged around 4½ million dollars for the past three years, and that bank clearings in 1950 were up 26 per cent. The *Herald* has things to boast about, but perhaps the biggest is that Lethbridge taxpayers paid 100.45 per cent of their 1950 tax levy during the year.

Wheat: Canada's Contribution

INDIA, which is suffering from near-famine conditions, has asked the United States government for 2 million tons of wheat—not as a gift—but at a favorable price. India, like so much of the rest of the world, is short of dollars. At the instance of Senator Tom Connally, the request has been pigeon-holed, and no secret has been made of the reason for ignoring it: it is that India's views on China are different from those of the United States. Fortunately the Indians possess a remarkable calm in these matters. They don't explode with indignation: they say "how childish."

It would be nice if Canada were in a position to feel superior about Senator Connally's attitude. But this country has done nothing yet to justify feeling smug. India's need has been explained to the Government at Ottawa. Our exportable surplus of high-grade wheat this year is smaller than usual. Most of it has already been contracted for. But we have large quantities of low-grade wheat: so much that we hardly know what to do with it. India is not making fussy distinctions between grades. People with empty bellies are more concerned about nutritional value than about baking qualities.

Within its limited dollar resources the Indian Government is prepared to pay some sort of price for the wheat. The Canadian Government should be quick and eager to meet them half-way. But we don't feel much confidence that it will. Since the end of October the Colombo plan of economic aid for south- east Asia has been before the Cabinet, but our ministers have still not decided on a Canadian contribution. This is a case where the narrow financial views must be overruled. The so-called "hard-headed" view must yield before the realization that a helping hand in time of need will do more for friendship with Asia than all smart chatter about arms and strategy.

British Encyclopaedia

IT IS a characteristic of Encyclopaedias in the English language that they can be divided into those whose major interest is that of the British reader and those whose major interest is that of the American. This is of course less true of the very largest, which can afford to cater to both fields, than of the less ambitious ones which aim at the common reader; but it is an inevitable result of the different approach of the American and British reader respectively to a large part of the field of knowledge.

The much greater population and wealth of the United States has led in recent years to a multiplication of works of this kind catering to American interests, and it is refreshing to find in the new 12-volume "Everyman's Encyclopaedia" (Dent, $33) a definite leaning toward British and European subjects. The nearest parallel in size

in the American field is probably the Columbia in one very large volume; and a comparison of a random hundred items at the same point in the alphabet shows that the Columbia is stronger on Biblical names of minor importance (in which it aims to be complete) and in lesser names in U.S. and Canadian history and geography, while the Everyman is stronger on minor British place names, British personages, Latin names of genera and species, and persons and places which were important in the First World War but did not involve American participation. The Columbia has not yet produced an edition since the second war.

The Everyman is an astonishing example of highly efficient use of what is really a very large amount of space—a total of probably twelve million words, comparing not unfavorably with some much more massive compilations. We have detected a few misprints in Canadian articles, but they are mostly unimportant or obvious, like the statements that Mr. King was elected in 1921 for "New York", Ontario, and that Mr. Bennett gave way to Dr. "Manier". The articles on the arts in Canada are amazingly complete (at least in name lists) and up-to-date, and that on architecture even names the designers of many of our buildings. The bibliographical list under Canada is three columns in length and admirably selected.

Talking From Knowledge

MR. PEARSON'S contribution to the recent discussions in the UN has been of outstanding value, but nothing in it was more valuable than his impromptu reference to the backdown on sanctions against Italy in the old League of Nations. It is not the passing of isolated resolutions, however vigorous, that gives reality to the work of a world association of nations for the preservation of peace; it is the consistency and determination with which the policies embodied in the resolutions are followed up. Mr. Pearson is one of the few people at the UN who can talk with a long memory, and what he says carries more weight every month.

Catherine on TV

("A BBC television unit will go to Hampton Court Palace to search for the ghost of Catherine Howard, the fifth wife of King Henry VIII, whom he had beheaded."—Associated Press item.)

KING HENRY *the Eighth (who resembled Charles Laughton)*
Considered that living with Catherine was rotten:
So wife number five, for some kisses she'd snaffled,
Was swiftly packed off to an overworked scaffold.

And ever since her head on that merciless pillow
She laid, for imagined or real peccadillo,
Her spirit, nostalgic and restless, has camped on
The premises known as the Palace of Hampton.

But only the people in Britain have seen her:
So the Broadcasting Corp. is intending to screen her
That the universe, even remotest of sectors,
May view one of England's authentical spectres.

We've seen television in various places,
And, boy, how it mangles both figures and faces!
If Catherine is smart, and it's said she was clever,
E're the cameras start clicking, she'll fade out for ever.

J.E.P.

Help for Student Editors

by B. K. Sandwell

THE author of this column was recently elected honorary president of the Canadian University Press, the association composed of editors of student newspapers all over the Dominion. It need hardly be said that this is an honor which he ranks among the highest that have ever come to him. It was obviously not paid to him in his personal capacity, but in his capacity of editor of SATURDAY NIGHT during the last 18 years. In that sense he receives it merely as the representative of a large group of colleagues, in the editorial and business departments of this journal, who have aided him in making it a national journal of which the forward-looking young journalists of the Canadian universities can approve.

—Don McKague
B. K. SANDWELL

At the same annual conference the CUP passed a resolution on the function of the college newspaper in dealing with controversial issues. It defines that function as being "to stimulate rather than to direct thought among the university students of Canada", and affirms a desire "to promote in the columns of member papers the fullest objective expression of opinion on controversial issues. Any attempt to suppress this full freedom of expression of opinion on the local, national and international level will be strongly opposed by the CUP through every means at the disposal of the members of the association."

This resolution, which we believe to be thoroughly sound, will impose on the editors who adopted it a very heavy responsibility and call for the exercise of the highest kind of discretion. There are people—a lot of people—who hold in all honesty the belief that any failure or refusal to publish whatever they want to get published in a periodical is an attempt to suppress the full freedom of expression of opinion. A journal like SATURDAY NIGHT is to some slight degree protected against their most extreme demands by the fact that it has to live by pleasing its readers—who pay for their copies and will not pay for more of them if they do not like it. The editor can then say that an excessive amount of expression of opinion for or against prohibition, the liquidation of the capitalist class, the use of French in Ontario schools, the semaphore signal system for motor drivers, or the suppression of oleomargarine—all of them subjects upon which opinion can legitimately differ—would annoy too many of his readers, or take up too much space at the expense of other things which would be more pleasing to his readers; and that is that. The university newspaper does not have to please its readers; or rather they cannot express their displeasure by refusing to subscribe, for their subscription is usually collected with their fees.

The Importance of "Objective"

Yet we can assure these editors over whom we now honorarily preside that they will have demands for space—and excessive demands for space—presented to them by those who advocate the liquidation of the capitalist class, and that they will have to have a good argument for refusing them (in so far as they are excessive) or they will be bulldozed into courses which will be harmful to their papers. And it was, we fancy, for that reason that the odd but important little adjective "objective" was inserted to qualify and limit that "fullest expression of opinion" to which the CUP is pledged.

In these matters your "objective" is your only peacemaker; much virtue in "objective". Nobody knows exactly what it means, which is a vast help. The opinion which seeks expression cannot, we assume with some certainty, be objective, for the basic meaning of "objective" is "external to the mind". The act of expressing it, however, would seem to make it external to the mind; and the advocates of the liquidation of the capitalist class will, we suspect, argue that all expressions are, *ipso facto* and because they are expressions, objective. This may not be true.

One thing about the resolution afforded us the greatest relief. There is no suggestion in it of the grave heresy that anybody, no matter who, expressing any opinion, no matter what, has a "right" to space in the columns of any periodical. The right of free speech does not mean the right of free publication—nor even of paid publication—in somebody else's periodical. In a society like ours, in which property rights are a part of the basic theory, the right of free speech does mean that anybody who can get the money can hire the services of a printing press and distribute its products to all those whom he can induce to accept them; and generally speaking that right is recognized in Canada, though with certain limitations in the Province of Quebec. (The limitations arising out of the laws of indecency and sedition are of course operative in all the Provinces.) But the right, and the responsibility, of the editor to choose what expressions of opinion he will put before the readers of his paper overrides any possible right of the holder of any possible opinion to get his opinion expressed in that paper. This is as true of the editor of a university journal as of the editor of the London *Times*.

Let the Editor Edit

Once appointed, the university editor owes his entire allegiance to the organization which appointed him—not to any section of it, and not even to the officers of it, but to the student body as a whole. His policy, it seems to us, should be determined by the character of the student body. If it is a diversified body in point of beliefs and opinions, it will of necessity be pretty broadly tolerant of differing opinions, and the paper should reflect that tolerance. If it is, by the nature of the institution, confined to a narrow range of beliefs and opinions, its tolerance will be narrower, and we can see no reason why the editor should seek to broaden it. That would be something like an attempt to "direct thought" among the students.

It would cause us no distress to learn that even a reasonably objective expression of Communist opinion is barred from the columns of the student paper of the Université de Montréal, for we do not think the student body of that university has any desire for such expression, and we are firmly convinced that no Communist opinion has any right to it in that particular vehicle. We rather rejoice that in other universities Communist opinion is regarded as something to be examined and discussed, along with agnosticism, single tax, polygamy and contraception; but we recognize no right belonging to any of these opinions to use space in the student periodical beyond what the editor in his best judgment considers conducive to the interests of his paper and the stimulation of thought among his readers.

Let the editor do his own editing. That is what he is appointed for. It is he, and not the opinion-expresser, who must decide what expression of opinion is "objective".

—Theatre Arts, from Broadway production

VICIOUS *aspects of "Lie of self-protection": In Lillian Hellman's play "The Children's Hour" an adolescent girl accuses two schoolteachers of lesbianism, forces one of them to suicide.*

—Wilf Long, after Theatre Guild production with Paul Robeson and Jose Ferrer

EMBODIMENT *of all evil liars is Iago. His stories, partially explained as prompted by jealousy, are "Lies of self-protection."*

FOUR TYPES OF FALSEHOOD

What You Should Know About Lying

by Dr. W. E. Blatz

"MY BOY! Never tell a lie." How often have parents addressed young "erring" sons—and daughters—in such terms? They hope, of course, that their offspring will follow this advice, hoping too that the example they set will not be too rigidly followed—too early in life!

Of the many problems that parents—and other adults—must meet, "lying" seems to be the only one upon which they have very decided opinions but most inconsistent methods of dealing with it.

First of all, perhaps, it would seem logical to define "a lie." Usually the definition is stated in terms of "the truth" and its perversion. Since no one can agree on the truth (from the beginnings of human thought, our best minds have attempted to answer this riddle, without success—that is, agreement), how then can one be expected to define "a lie"? This does not prevent most people from sticking their necks out and saying, "It's a lie," "You are a little liar," and so on. One learns, early in training, never to accuse a child of lying —this precept may also apply to adults.

In the course of our study of children, we have found that there are four types of "lies," all of which carry over, in some form, into adult life. (You see, we too often think we know what is a lie!) We shall try to point out how to tell the kind of lie that your child has just told and then what to do about it. We shall confine ourselves to verbal lies but, at the bottom, the lies one acts are the same as those one utters, so the same rules apply.

The first kind of lie is called the "Psychological Lie." This lie stems from the fact that human memory is so undependable. Whenever you try to tell someone else about something that has happened, to yourself or anyone else, your memory is subject to three kinds of distortion.

These are omission, addition and rearrangement. In other words, you are going to leave out what you obviously considered unimportant (and which, therefore, you didn't notice). You are going to embellish the event with what you think should have been there although it wasn't. And you are going to rearrange the whole thing in place and time. Thus *every* time a person attempts to relate a past incident he is bound to lie. (Don't try to bring in the idea of "intention" at this stage because you will only be using such an explanation for your own deficiencies.)

Psychological lies, then, are exceedingly common. The older we are and the more training we get in observation and recall, the fewer the distortions, but they never disappear altogether. Even scientists are subject to this failure. Witness Einstein when he talks about the state of the world. But on the other hand, the older we get the more we develop prejudices and bias. Under these influences the distortions of our recalls fall into a set pattern. Thus, if a Liberal and a Conservative attended a political meeting together, each one would give quite a different version of the same affair to their respective wives, who, discussing it together the next day, would wonder if the husbands had really been at the same meeting or not.

However, if one is consistent in one's bias, it makes it easy for our friends to size up our statements. We have friends who are 10 per cent accurate, 25 per cent accurate, 50 per cent accurate —and so on. Life then can go along smoothly, and we pay no heed to the "lying" aspect at all.

Editorial Bias

Most editorials are psychological lies (except the odd one which is humorous; this is a different kind of lie, as we shall see below). But knowing the journal and its bias, we know exactly where to place it in the scheme of values.

How quickly stories are changed as they pass about by word of mouth is illustrated by the tale (apocryphal, by the way) of the man who met a friend on the street one day and said, "Hello, Fred, I hear your cousin made $100,000 in the shoe business in Buffalo." "No, Jim," replied his friend, "it was not Buffalo but Cleveland. It was not the shoe business but a hardware store. It wasn't $100,000 but $50,000, and he didn't make it, he lost it."

Now, if you are sitting downstairs, and your child has been upstairs for some time and hasn't made a sound, you feel apprehensive. You go over and call up, "Clare, what are you doing?" He answers, "Nothing." You know this is a psychological lie because no one *can* do nothing. But he knows that what you meant to say was, "Are you doing anything you shouldn't be doing?" He knows that you would not disapprove of what he actually is doing, whatever it may be; and so he answers, "Nothing." Of course, you will become immediately suspicious and go upstairs and see for yourself, and then *he* knows you didn't trust him and the circle starts.

What is a parent to do about psychological lies? Nothing directly, of course. Gradually teach your child to refine his judgments, verify his statements, use tricks like writing things down on paper, and so on. Gradually he will grow up to use as few psychological lies as most people do.

The second kind of lie—the "Lie of Fantasy" —is derived from the first. In this instance, the distortion is deliberate and done for a special purpose, to keep near us the people we like.

As a child grows up, he learns that the most exciting things in the world are other human beings. Objects are also interesting but nothing is as unpredictable as another person. They often don't know themselves what they are going to do next! And so, it becomes important, if you want to keep these fascinating things within range, you must learn how to interest them. You learn that, like yourself, they are most interested in *themselves*. So you must avoid giving the impression that you are going to tell them all the minute details of your past life: that would bore them to tears. You must learn to condense a great deal, embellish artistically, and rearrange according to well-known formulae, *e.g.*, the punch-line.

In other words, you have to learn to lie skilfully, effortlessly and entertainingly. This is called, in part, the development of imagination. The child is not born with it. (Most of the so-called clever sayings of young children appeal largely to the indigenous parents; only rarely should they be used to entertain other parents.) He must learn the hard way. If after years of training he succeeds in developing this kind of lie so that it is really mature, then he may turn such talents (we call them creative) in many directions: poetry, ceramics, sculpture, novels, paintings, symphonies, etc.

Thus all poets are, of course, "liars" of fantasy, and similarly, all creative artists have been given the privilege of practising this kind of lie in a suitable atmosphere of approval and self-criticism. (Some modern creative souls seem to have got beyond those of us who are rather dull clods, but that should not make us critical, just a little bewildered.)

It can be seen that lies of fantasy are useful social tools as well as great sources of satisfaction to the individual. Out of a skilful manipulation of such lies arises a sense of humor and also of wit. (The latter can be anti-social as well as social, but it accomplishes the same thing—namely, someone pays attention to you.)

What should the parent do? Obviously such lies should be fostered. If the child is scolded for suddenly saying at the dinner table, when everyone is talking to everyone else and leaving him out of it, "I saw a giraffe up a telephone pole today," he will be disappointed, rebuffed and discouraged. On the other hand, if everything he says of an imaginative nature is heralded with acclaim, he will never exert himself beyond an infantile stage. Some story-telling adults have never outgrown the infantile stage of being show-offs.

The parents should foster such lies in the home. Humor should be a part of the atmosphere of every home. A continuous probing after "facts," the "truth," "evidence," "Who told you?" "I don't believe it," etc., discourages children and they turn into the self-righteous, utterly prosaic, unutterably dull mediocrities that most of us are. We must be so, when you consider the kind of entertainment that we pay to attend.

It is no simple matter to learn to lie fantastically and skilfully. There are definite rules to be observed. One must surround oneself with the atmosphere of the truth. The listener must be placed in a quandary—"Is this true or isn't it?"—but there must always be a clue, a flag as it were, to indicate that "this is going to be a whopper." A twinkle in the eye, a bland expression, or a slight twiddle of a finger is enough. Obviously, the more subtle the clue, the more delicious the fantasy.

Lie of Loyalties

The third kind of lie is called the "Lie of Loyalty." This type derives from the second kind. Just as we want to get as much attention as we can from most people, it is essential that we feel very close to a few. We must feel that we belong to some small group, perhaps to a few groups. The family, the club, the congregation, the school-class, the nation, etc. Because fear is latent in us all, and since the intimacy with others helps to allay this fear to some extent, such belonging is imperative to our peace of mind. And so we must protect these groups to which we belong from the threat of outsiders. We must learn to keep our counsels, to avoid prying, to defend our colleagues, and so we learn to distort to demonstrate our loyalty—and protect our loved ones.

Thus, courtesy, or manners, is a traditional set of lies. Some one bumps into you; he says, "Sorry," and you say, "Oh, it's quite all right," and life goes on smoothly. . . . He really thought, "Get out of my way, you interfering clod"; you thought, "Of all the clumsy dolts." But if you each had said what you thought, there would have been a fight, bitter feelings, loss of time and so on. So in the course of sophistication, if not civilization, manners grew and became accepted.

Nonetheless, they are definitely hypocritical in a great many instances. Perhaps the world, some day, can be peopled by strictly socially honest people, but not now—not at present! And so we teach our children to say "please" and "thank you," whether they mean it or not, and to say to their hostess, "I have had a nice time at your party," when they would have given their eye-teeth not to have been there at all—and so on.

DR. W. E. BLATZ *is Professor of Psychology and Director of the Institute of Child Study at the University of Toronto.*

The family is a close-knit, valuable, potentially pleasant social unit. We must train our children to protect its sanctity—against the inroads of outsiders. In the family circle we can take our hair down, which we would not do in public. A description of such an episode would embarrass and humiliate us. So we tell our children that what happens in the home "is our own business." It is amazing how quickly children learn this technique of loyalties, especially if the group deserves it. Later on loyalties conflict, and then it is difficult for the child. He makes many mistakes. Parents should be very careful not to insist that children, especially adolescents, violate the loyalties that they are developing outside the home. There need be no difference in the fundamental ethic of these various groups so that there is a deep conflict (although this situation, unfortunately, may arise) but the *details* of group activities should not be wormed out of the child. He (or she) is beginning to enjoy the more or less childish pleasures in "secrets", exemplified at a more mature chronological age, but not any more mature socially, in the "secret" societies of their male parents.

Lies and the Diplomat

Thus, in our culture, ambassadors are trained to lie loyally for their country, advertisers for their clients (how disappointed one is to discover that you do not get a beautiful girl in a scanty bathing suit with the purchase of a—whatever it is that is so advertised). And believe it or not, these lies of loyalty are part of every orthodoxy. (Which one actually serves the truth—unless it be our own?)

And so parents must train children in the white lies of their culture. It is a long arduous task requiring forbearance, patience and soul-searching. The one thing to remember is that to belong to a group is essential and the integrity of that group is paramount. Now, I feel, that the reader is asking himself, "Is there no kind of lie that is reprehensible? Are all lies inevitable or good?"

We now come to the fourth and last kind of lie. The "Lie of Self-Protection".

Such a lie is used when a person is seeking to avoid the consequences of his behavior. "Did you spill the ink?" . . . "No, the cat must have done it." . . . Thus the child tries to avoid anticipated punishment, disapproval or scolding.

These lies are not nice. We are disturbed when our children show this kind of behavior. What are we to do about it? What is the cause beneath?

We are not born with a sense of justice, a feeling of integrity nor a knowledge of what is good. All of these we derive from our experiences as we grow up. From our earliest years we learn that there is a consequence following everything we do. We begin to evaluate these consequences. Some of them appear logical, reasonable and fair. These terms themselves, and their meanings, must, of course, be learned too. And some consequences we judge as capricious, unfair, unwarranted and hence unacceptable. Out of our experiences we develop a feeling of fair play, of inevitability, of acceptance—or—of their opposites. If we feel that the consequences are unfair, we are justified, in our own thinking, in avoiding them by any means our intelligence submits.

Thus, a child does not use a lie of self-protection from pure cussedness, nor an inborn deceitfulness, but from the kind of treatment he has received from his environment, social and physical. So, if a child lies to a parent, he has lost faith in that parent some way, somewhere. And obviously that faith cannot be restored by punishing the child for his reaction to injustice (as he thinks).

What is a parent to do? First, withhold the sentence. Secondly, ask this searching question, "What have I done to make my child feel that I am unfair?" There must be an answer to this question, and having gleaned it, then the obvious task is to change the method of discipline. It may be too harsh, too capricious, too lenient, too demanding, lacking in understanding, but there must always be a definite reason for lying.

In a class where there is copying—a form of self-protective lie—this pattern can be eliminated almost overnight by getting rid of competitive examination, which are, of course, manifestly unfair because all children are not born equally intelligent to begin with. If the parents would only realize that such lies are a product of their own treatment of their children, and that faith and trust are not given to parents because they are parents but only if they deserve such a return, then these lies would disappear from the repertoire of their children's behavior. Try it!

And thus we have indicated the four chief types of lie. The psychological is inevitable—be lenient; the lie of fantasy is wholly desirable—foster it; the lie of loyalty is socially imperative—teach it; and the lie of self-protection is preventable—avoid it. It is all just as simple as that.

"LIE *of fantasy" may be beneficial in stimulating imagination; but not in "Boy-&-Wolf" fable.*
—Robert Lawson "Aesop's Fables" (Heritage Press)

HUMOROUS *use of "Lies of fantasy" were treated by Shakespeare, through the immortal Falstaff.*

—Miller

NO NEARER *agreement: Pakistan's Liaquat Ali and India's Nehru. Latter, busy promoting compromise on Korea, is unbending on settlement for Kashmir.*

—Miller

INDIAN TROOPS, *like these Sikhs from the Punjab, hold the richest part of Kashmir, while "Azad Kashmir forces," supported by Pakistan, hold remainder.*

Where Two Dominions Are Near to War

Kashmir Deadlock Fails to Yield to Commonwealth Conference Mediation
India, Pakistan Pour Half of Budget Into Arming Against Each Other

by O. M. Green

London.

ALL that the Commonwealth Prime Ministers could report after four conferences which undoubtedly offered the best hope yet seen of ending the long quarrel in Kashmir, was that "the points of disagreement between India and Pakistan were narrowed, although agreement has not been reached." "Suggestions" were offered to Mr. Nehru and Mr. Liaquat by the other Premiers, which they hope may bear fruit in view of the grievous effect on all Asia of a continuance of the rift between the two Dominions.

To understand these "points of disagreement," one must go back to the tyrannous and despotic rule of Maharajah Hari Singh in pre-partition days. A Hindu Prince of the Dogras (who are among the toughest opponents of Islam), he discriminated openly against the Moslems who numbered three-quarters of his four million subjects and taxed them outrageously.

Moslems for Pakistan

In August 1947, when partition came, the Moslems of Poonch in Western Jammu—fighting men who had always contributed a large quota to the old Indian Army—demonstrated in favor of accession to Pakistan, were fired upon, and revolted. Hari Singh in a panic declared his accession to India and appealed for the help of her army. The accession was accepted by Lord Mountbatten, then Governor-General of India, though with the proviso that as soon as order was restored Kashmir's destiny should be decided by referendum. This decision has been criticized.

Meanwhile, the hillmen from the North-West Frontier (who have never wavered in their desire to accede to Pakistan) swept down into the Vale of Kashmir and very nearly seized Srinagar, the capital, but were pushed back to Poonch.

According to India the revolt was supported by Pakistan troops. Not improbably the local officials did assist, at any rate made no effort to stop, the invaders from the north-west. But there is evidence that Mr. Jinnah and Mr. Liaquat Ali Khan resisted a clamorous demand in Pakistan for intervention. It was not until April, 1948, when the Security Council of the United Nations, to which India had appealed on Kashmir in January, decided to send a Commission to Kashmir that Pakistan sent troops into the province.

Two Years of Deadlock

Probably Karachi's intention in this was to strengthen Pakistan's claims in the province against whatever decision the United Nations Commission for India and Pakistan might arrive at. But there ensued the shocking sight of open war between sister Dominions, between troops that had once been brothers in arms, and each of whose commander in chief was still a British general.

In January 1949 UNCIP succeeded in bringing about a cease-fire and in the following July a cease-fire line between the opposing forces was marked out. It is from this time that complete deadlock has prevailed over the conditions under which the plebiscite (agreed on in principle by both sides) should be held.

Kashmir consists of three provinces—Ladakh, wild and mountainous; Kashmir with its famous and ineffably lovely valley in the centre; and Jammu in the south. Only in the three eastern districts of Jammu is there an acknowledged Sikh and Hindu majority. Elsewhere Moslems number about three out of every four. Geographically, the map suggests that Kashmir should be part of Pakistan with which it has always been linked commercially as it is religiously. India had no connection with Kashmir except by a primitive road unusable in winter, until the Radcliffe award on the partition of the Punjab gave her a corridor—to the fury of the Pakistanis.

But we are long past those days. Of the five main areas India rules three, south and east of the cease-fire line, through a pro-Congress Moslem, Sheikh Abdullah. The other side of the line is ruled by the Azad Kashmir Government, headed by a clever barrister named Sardar Mohammed Ibrahim, with an army, the Azad Free Forces, which, it is stoutly asserted, consists only of local men.

It is obvious that no plebiscite can be held unless the troops on both sides are withdrawn, and UNCIP's proposal was that this should be done in equal stages.

India Intransigent

India insisted and still insists that, before a plebiscite is held, the Azad Free Forces must be disbanded and their district put under control by the Indian Army for the protection of all Kashmir; and India maintains that UNCIP accepted this view. Pakistan retorts that such an arrangement would make a plebiscite meaningless, and that UNCIP had assured her that no preliminary disbandment of the Azad forces was required.

The correspondence on these points is so long and involved that its exact meaning is really a case for lawyers. But the main facts are clear enough—India insisting that all hostile forces must be withdrawn and the over-all control left to her; Pakistan as firmly refusing. The question of the withdrawal of troops is still the chief stumbling block.

In the autumn of 1949 UNCIP threw up its job and eventually the Security Council appointed a leading Australian jurist, Sir Owen Dixon, as mediator. He labored last year from May 27 to August 22, and produced a plan to partition Kashmir—those areas which were predominantly Moslem to go to Pakistan, those which were mainly Hindu to go to India; and a plebiscite to be held in areas where any uncertainty prevailed. But this plan, too, proved unacceptable. Apparently India was prepared to accept, but not Pakistan.

The cleavage between the Dominions is accentuated by violent emotionalism. The strength of Mr. Nehru's feelings as a Kashmiri inflamed by the invasion of his beloved Vale of Kashmir cannot be excluded as an obstacle to peace. But behind him also are the fanatical Hindus of the powerful Mahahsabha, who scream that Pakistan must be destroyed and accuse Nehru of betraying them.

On the Pakistan side passions are roused to fever heat by stories of the miseries suffered by Moslems in Kashmir, which lose nothing in the mouths of the floods of Moslem refugees from Kashmir. A more tangible cause of anxiety is that, of the five rivers which aid the vast irrigation system of the Punjab and Sind, the Sutlej and Ravi rise in India, the Indus, Jhelum and the Chenab in Indian-held Kashmir. At any moment India could ruin the best agricultural land in Pakistan by cutting off the waters of these rivers. And with the average Pakistani it is an article of faith that the Hindus will never allow his State to prosper and are secretly resolved to destroy it.

Meanwhile, the Kashmir conflict eats up half the revenues of India and Pakistan in military expenditure.

—OFNS

Mentor Doffs His Mantle

He Put College in Everyone's Reach As Director of University Extension

by Hal Tracey

AN EARNEST young man steps into a quiet office in Simcoe Hall, at the University of Toronto. From behind his desk, a kindly, placid man with white, thinning hair waves him to a seat. The young man takes a deep breath and begins.

"I want to take a course," he says. It may be a course in anything from Business Management to Astronomy. The reply of the white-haired man has been substantially the same for the last 30 years. "How many people do you know who would be interested in taking the same course?"

If the young man can round up enough people, and the course seems a practical one, a series of subjects is agreed on, and the course begins.

The same scene has been re-enacted hundreds of times in the office of William James Dunlop, Director of University Extension for the University of Toronto, since he first took over the post in 1920. Thirty years later, as he prepares to step down from his post, he can look back with satisfaction on a job well done.

Thousands of people have been helped to greater knowledge and greater proficiency in their work by Dr. Dunlop through university extension courses. During his long tenure of office, he has had only one course that lost money. And it was begun while he was absent from his office for a four-week period due to illness!

It is one of his principles, says Dr. Dunlop, that education should pay its own way, and his university extension courses have done just that. When interest falls off and courses fail to pay, they are dropped. They sometimes are re-instated at a later date if interest again becomes apparent.

Family Background

Dr. Dunlop himself is of Scottish ancestry, which may in part explain his financial success. He is the eldest of nine children, and the last of the male members of his family to retire. His two brothers, one formerly a bank manager, the other a high school teacher, already have ceased their occupations. He has six sisters.

What does a man of 70 do after he retires? Most take a good long rest, but not Dr. Dunlop. He plans a vacation of two weeks, and then he intends to launch out again.

He is not sure yet whether he will turn to business, or some other form of education work, but he does not intend to be idle. Looking much younger than his almost threescore years and ten, Dr. Dunlop is still spry and energetic.

In addition to university extension work, he handled Varsity's publicity as well during the early days. It has now been taken off his hands due to the tremendous increase in extension work. During the war years he managed the University of Toronto Press.

When he first took over, the trend towards adult education was just beginning, says Dr. Dunlop. Teachers were learning that with a Bachelor of Arts degree taken during the summer months, they could improve both their teaching and their salaries.

Then, shortly after he began his work, a group of farmers came to Dr. Dunlop. They wished to take a course, not in farming, but to increase their general knowledge. It would fill in time in the winter.

They assured Dr. Dunlop that about 50 farmers would show up for the course. When the day came for the course to begin, the farmers began pouring in. They quickly overflowed the room which had been set aside for them, and were transferred to Convocation Hall. When all heads were counted, there were 279.

People's Choice

After this flying start, the courses caught on, and more and more groups began asking Dr. Dunlop to arrange studies for them. The director has always let popular demand govern the selection of courses, and the department has never tried particularly to "push" any course. The department does not go into competition with other universities and institutions. If a course can easily be obtained elsewhere, Dr. Dunlop reasons, there is no point in his department offering a similar course.

Dr. Dunlop intends to continue living in Toronto following his retirement. He is married, for the second time, following the loss of his first wife in 1942. Evaleen, his second wife, is a well-known contralto soloist. They have no children.

He says he will be "delighted to retire," although he expects to miss his work, which has become part of his life. However, he has known all along, he says, that he would have to retire at 70, which age he reaches in June. This is in accordance with university regulations.

The larger percentage of the people coming to him, says Dr. Dunlop, have been, like the first farmers, seeking knowledge for its own sake. For instance, of the 10,022 students who took courses during the last session, 1949-50, more than half were in this category. The others were seeking specialized training which would help them with their work.

Ups and downs in attendance at the university extension courses closely parallel those in regular university attendance, says Dr. Dunlop. Attendance at the courses has almost always been about the same as that at the university itself, once they really got underway. The best year was the 1948-49 term, when enrolment was more than 13,000.

The depression had little effect on enrolment, says Dr. Dunlop. But during the war, he remembers, there

—Photo by Nott and Merrill

CONTINUED ON PAGE 18

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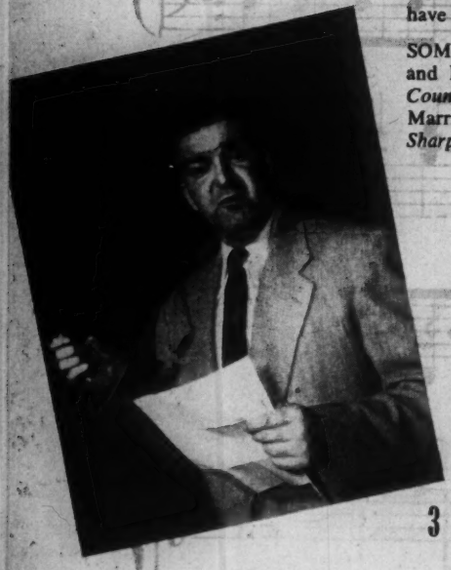
2

Two Years Make Tradition

THE INTENSE and enthusiastic response to last year's Opera Festival in Toronto from the ten capacity audiences who attended the Royal Alexandra Theatre performances has prompted a second festival to begin Feb. 8. Three operas are to be performed: "Faust," "The Marriage of Figaro" and "Madame Butterfly." The Festival is again under the artistic direction of Herman Geiger-Torel and the musical direction of Nicholas Goldschmidt. Gweneth Lloyd, founder and director of the Winnipeg Ballet, has created original choreography for "Faust" and "The Marriage of Figaro." Settings for "Faust" and "Butterfly" have been designed by Hans Berenda: for "Figaro" by Eduard Loeffler.

SOME of the performers in the three operas are (1) Jan Rubes as *Mephisto* and Mary Morrison as *Marguerite* in "Faust"; (2) Louise Roy (*l.*) as the *Countess*, Andrew MacMillan as *Figaro*, Marguerite Gignac as *Susanna* in "The Marriage of Figaro." Principals in "Madame Butterfly": Gilles Lamontagnes as *Sharpless* (3); June Kowalchuk as *Cio-Cio San* (4); Joan Hall as *Suzuki* (5).



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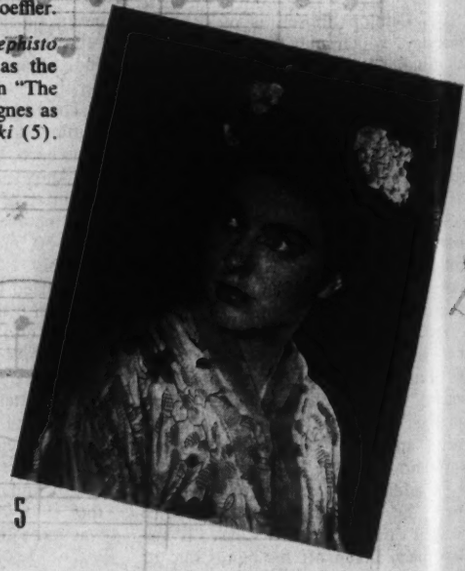

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NATIONAL ROUND-UP

Ontario:

OUR U.S. CITY

WINDSOR is the principal entry into Canada of United States tourists who come annually to spend a few days or weeks in this country. It is also the principal exit from Canada for those Canadians who visit the United States with the intention of making that country their permanent home.

Official figures of the 1950 Detroit census won't be available until June. But it is known they show almost one-third of that city's population is composed of native-born Canadians or first generation offspring.

Detroit proper (without taking into account the suburbs which also have a large Canadian content) has a population of more than 1,800,000. This means it has about 600,000 Canadians, or people of Canadian origin. Actually, the number would be greater than that, if second or third-generations were counted, because the cross-border traffic has been going on for years.

In other words, there are more people of Canadian origin in Detroit than the population of any Canadian city except Montreal and Toronto. And there are about five times as many in Detroit, Michigan, as there are in Windsor, Ontario, just across the river.

In the 1940 census Detroit's Negro population took first place in respect to racial origin, with its Polish population second, and Canadians third. The Canadians have forged to the first position during the past decade, and many of them hold high positions in the industrial, business and financial life of the city.

Manitoba:

POWER PLAN

THE LEGISLATURE opened 1951 session Feb. 1 with at least three major problems scheduled to go before the members before they complete their labors sometime around Easter.

Re-organization of the province's hydro-electric industry is a big headache scheduled to be tossed into the laps of the MLA's by the Provincial Government.

The other two major problems are consideration of draft legislation from Ottawa to empower the province to impose an indirect sales tax and the question of providing salary increases for disgruntled provincial civil servants.

Three years ago a one-man royal commission under Dr. T. H. Hogg, recommended establishment of a provincial power monopoly, including government purchase of the privately owned Winnipeg Electric company and the city-owned City Hydro power company. The report also made an alternative recommendation which may become the basis of government policy. That plan would involve establishment of a compulsory power pool under provincial auspices.

THE LABEL

OPTIONAL use of political party affiliations next to names of candidates on provincial election ballots was approved by the Manitoba legislature's special committee on election procedure. The recommendation will be made to the assembly of the house which opened Feb. 1.

The committee will also recommend to the legislature that employers be required to assure employees three consecutive hours for voting during polling hours as provided in the federal election act.

that reminder with her; a policy which would not force German rearmament so fast as to frighten the French, the Poles and the Czechs and give the Soviets the best propaganda line yet to line up their own people behind them; a policy which is still willing to talk with the Chinese and with the Soviets, while we build up strength.—*W.W.*

IKE BOOSTS MORALE

Frankfort.

EVERYWHERE in Europe General Eisenhower, commander of the North Atlantic defence forces, was greeted as a returning hero—except in Germany, where his reception was reserved. Yet, when the General left here, to report to President Truman his views on Western defence, the German attitude had begun to change. Many Germans have jumped at the chance offered by the General to "let bygones be bygones".

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—International

CONFIDENCE *has spread in Europe by tour of Eisenhower, shown with Monty.*

political expediency. However, there is enough left of the human warmth, the honesty and convincing intentions to impel burying the past and taking the proffered hand with appreciation and new hope".

While General Eisenhower's visit to Europe was primarily a morale booster, it may also have practical influence, although there is a tendency now to stress the tremendous problems that remain to be faced.

For example, in Paris, he apparently was able to recruit General Alfonse Pierre Juin, considered by many the ablest French general of the day, to his staff as a deputy. And

was described as a "tonic". From the Scandinavian countries, came similar reports. In Rome, where the Communists had organized an abortive demonstration, General Eisenhower was hailed as a "humanist" rather than as a soldier. In that capital it was pointed out that the Communists had to restrict themselves to shouting for peace and more than a few of them went out of their way to explain they bore no ill-will for the General personally.

But in these capitals the reception for General Eisenhower, hero of the victorious war, the reactions must have been foregone conclusions. It was in Germany where he met his greatest task, arriving as he did among a people to whose military forces he had administered a terrible defeat, among a people engaged in as great a debate as the one which is raging in the United States, for just as Americans are arguing as to the extent and disposition of their contribution to Western defence, so are the Germans arguing whether they should make any contribution at all.

General Eisenhower made an effort to win over the Germans. Upon his arrival he said he was willing to let bygones be bygones. He distinguished very carefully between the bulk of "freedom-loving" Germans and the Nazis and Hitlerites whom he had set out to destroy during the war. Perhaps his greatest bid for German goodwill was the statement he issued on his departure.

"As I told the Chancellor and the

...en with whom I spoke

—Woop, Continental Daily Mail

HOOVERISM *has found but a small minority of backers in U.S. Congress.*

last night", said General Eisenhower, "I have come to know that there is a real difference between the regular German soldier and officer and Hitler and his criminal group. For my part, I do not believe that the German soldier as such lost his honor. The fact that certain individuals committed in war certain dishonorable acts reflects on the individuals concerned and not on the great majority of German soldiers and officers".

At the reception Chancellor Adenauer asked the Supreme Commander: "*Sprechen Sie Deutsch?*"

The reply: "The only German word I know is 'Eisenhower' ".

—*OFNS*

BEST COPY AVAILABLE

the welfare agencies. Until they do, he said, the welfare groups can't do the complete job they're trying to do and capable of doing.

■ Trade Minister C. D. Howe told Vancouver City Council he couldn't assure the city enough steel to build the city's new Granville bridge over False Creek flats. And Mayor Fred Hume announced flatly that the work won't be started until he can get such

Quebec:

HORSE'S MOUTHPIECE?

IS THERE any difference between a newspaper which disseminates general news, including the results of horse races, and one which prints racing results and other details pertaining to the sport of kings and very little else?

Last week, after thinking over the matter for a fortnight, Montreal's Recorder-in-Chief decided that, in the eyes of the law, there is no difference. Accordingly he dismissed a complaint filed by the city against Sam Feldman, owner of the Peel Publishing Co., publishers of the *Daily Turf, Sports* and *Ticker Flashes.*

Said Recorder Roland Paquette:

The accused uses telegraph apparatus like that used by Montreal's principal newspapers. This allows him to receive news in the quickest possible way: the same news that is transmitted to daily newspapers.

But the big point in the case, the Recorder thought, was the fact that the crown had not proved to his satisfaction, as required by the Criminal Code, that the accused's intention in publishing said information was that same be used by bookmakers.

Since the matter is one which has bothered civic law enforcement officials for some time, it is likely that they will launch an appeal against the judgment.

In the meantime, however, Montreal's eight English and French-language newspapers do not appear to be worried about publishing racing results.

■ If the Montreal Metropolitan Commission—final judge in all such matters— agrees, the Mayor of Montreal North and five of the suburb's aldermen will carve a niche for themselves in the town's history.

Last week, at a Commission meeting, town officials requested permission to re-name six of the municipality's streets.

The new names, they suggest, should be Dufresne, Ouellette, Dolan, Chalifoux, Chartrand and Gervais — after Mayor G. Dufresne, Alderman J. Ouellette . . . and so on.

The Commission, noting that elections were coming up soon, has appointed an engineer to study the matter and to file a report . . . in due course.

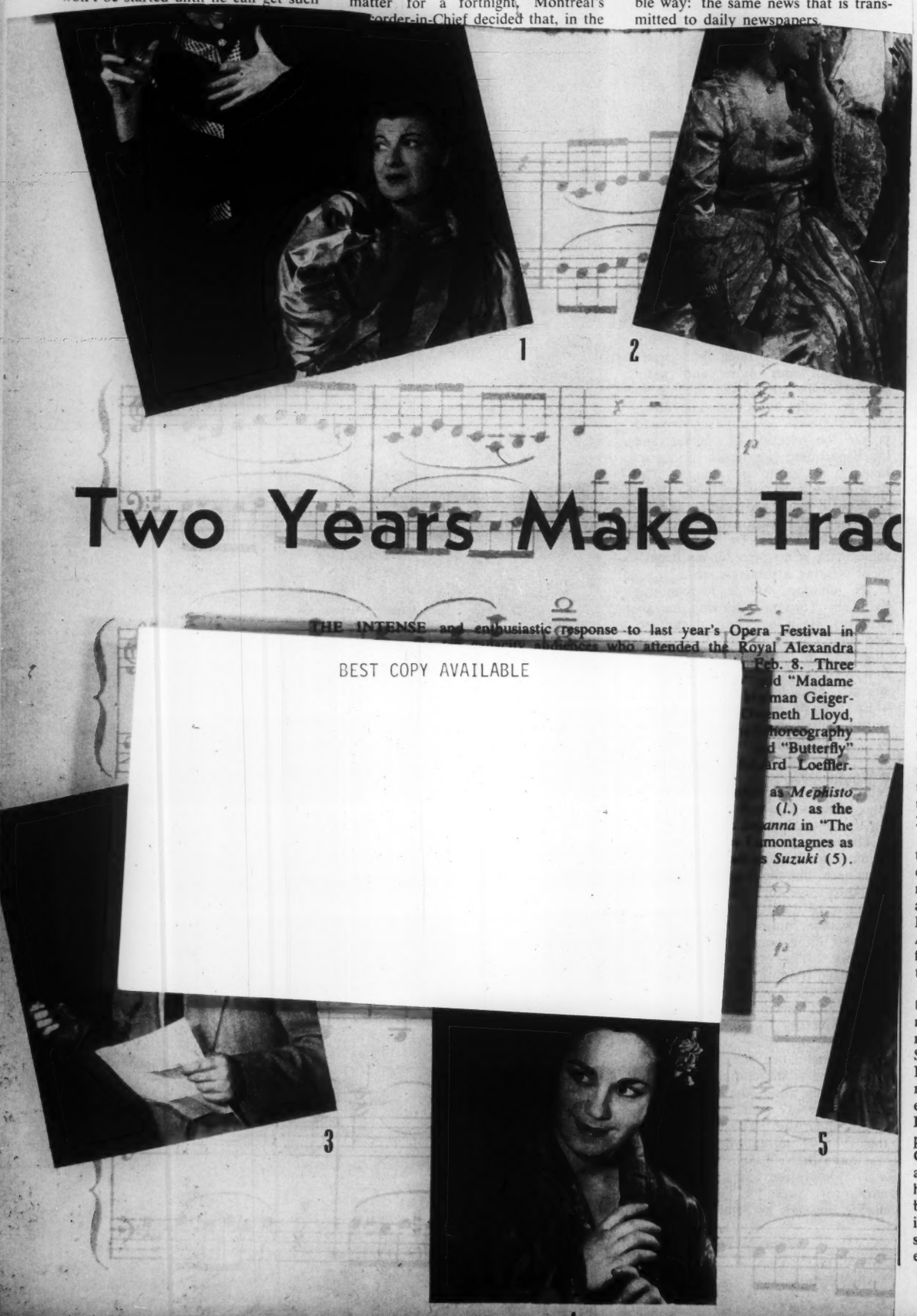
Newfoundland:

AIRLIFT FACELIFT

GANDER Airport, which was taken over by the Ministry of Transport following Newfoundland's union with Canada, is to have several of its runways lengthened in early spring. This will enable any of the newer type and mammoth planes to land at the "crossroads of the world." H. A. L. Pattison, Airport Manager, has announced that the job will be started in the spring. Gander will continue to receive and clear planes even during the repair period because the job will not be on all runways at the same time. The principal strip, known as the north-south strip, will be the first to receive an additional length of 2,000 feet to its present 6,000.

A new terminal building is also contemplated but will not be built immediately, says Mr. Pattison. This will be more commodious than the present allied terminus where French, Dutch, British, Canadian, Scandinavian and American airplanes have branch offices. Gander is now almost an inland town wholly supported by air traffic.

■ The current influenza epidemic may be a real threat to the health of residents in the new province. While St. John's had only a few cases, Grand Falls, the inland paper town, last week reported more than 200 and the disease seemed to be spreading. The Provincial Health Department despatched a laboratory assistant to Grand Falls to check up on the virus and send samples to Ottawa in the hope that preventive measures could be instituted at once. It is not known if the Newfoundland type of 'flu is as serious as the malady hitting the United Kingdom and Europe.



WORLD AFFAIRS

PESSIMISM PASSING

Stand in Korea, Rearmament Surge Plus Ike's Tour Build Confidence

THE PESSIMISM, amounting in some quarters to defeatism, of the past two months is now passing, with all its talk of enemy "hordes" which we could never hope to match surging against us in Asia and perhaps at any moment in Europe. These "hordes" do exist, in China and in Russia, but it has been clear for some time that both the numbers and the fighting quality of those which were actually sent into Korea were greatly exaggerated in the Tokyo communiques.

The engagements of the past few weeks have shown what determined, well-armed troops can do against them; and the Western capitals now take a more reasoned view as to the likelihoood of the men in Moscow and Peking risking everything that would be involved in an all-out war.

Just as the successes of the offensive-defensive fighting introduced in Korea by the new UN field commander, General Ridgway, have stilled the big evacuation flap of December, so the plans for a vast American rearmament plan have boosted confidence in the United States and throughout the free world, and quieted the Hooverist talk of a cutting of American commitments abroad.

In this better atmosphere the assumption that the Soviets may launch an all-out war this year or next is not so readily accepted. Arguments such as those presented by Edward Crankshaw in the last two numbers of SATURDAY NIGHT, on the weaknesses of the Soviets and their more likely methods of working against us, are gaining a hearing.

The possibilities of a more flexible policy, which could still avert World War III are re-emerging, a policy which would hesitate before forcing Communist China full into Russia's arms by carrying on a "limited" war with her; a policy which would not force German rearmament so fast as to frighten the French, the Poles and the Czechs and give the Soviets the best propaganda line yet to line up their own people behind them; a policy which is still willing to talk with the Chinese and with the Soviets, while we build up strength.—*W.W.*

—International

PESSIMISM *stemmed from scenes like this, of retreat before enemy "hordes."*

IKE BOOSTS MORALE

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EVERYWHERE in Europe General Eisenhower, commander of the North Atlantic defence forces, was greeted as a returning hero—except in Germany, where his reception was reserved. Yet, when the General left here, to report to President Truman his views on Western defence, the German attitude had begun to change. Many Germans have jumped at the chance offered by the General to "let bygones be bygones".

This may turn out to be the greatest achievement of General Eisenhower in the first weeks of his unprecedented command. There are no more divisions in Western Europe today than when he began his strenuous tour of study of twelve North Atlantic Treaty capitals. But he has left a glow of warmth and confidence among the nervous peoples of Western Europe that was highlighted by the visit to Germany.

"These and other friendly words", wrote a German editor, referring to General Eisenhower's offer of membership in the community of Atlantic peoples, "may have been dictated by political expediency. However, there is enough left of the human warmth, the honesty and convincing intentions to impel burying the past and taking the proffered hand with appreciation and new hope".

While General Eisenhower's visit to Europe was primarily a morale booster, it may also have practical influence, although there is a tendency now to stress the tremendous problems that remain to be faced.

For example, in Paris, he apparently was able to recruit General Alfonse Pierre Juin, considered by many the ablest French general of the day, to his staff as a deputy. And although the intention of the French National Assembly has been clear, it is nevertheless interesting that it was during General Eisenhower's visit that final action was taken on a record military budget.

Hailed as a "Humanist"

In London General Eisenhower's visit was deemed important because it paved the way for the British rearmament drive, a program that calls inevitably for more austerity. The people of Britain, through years of common cause and close association, bear great respect for General Eisenhower. Many observers in London felt that his visit would help to stimulate some of the members of the Government to vigorous action.

In Lisbon, the General's "charm" was described as a "tonic". From the Scandinavian countries, came similar reports. In Rome, where the Communists had organized an abortive demonstration, General Eisenhower was hailed as a "humanist" rather than as a soldier. In that capital it was pointed out that the Communists had to restrict themselves to shouting for peace and more than a few of them went out of their way to explain they bore no ill-will for the General personally.

But in these capitals the reception for General Eisenhower, hero of the victorious war, the reactions must have been foregone conclusions. It was in Germany where he met his greatest task, arriving as he did among a people to whose military forces he had administered a terrible defeat, among a people engaged in as great a debate as the one which is raging in the United States, for just as Americans are arguing as to the extent and disposition of their contribution to Western defence, so are the Germans arguing whether they should make any contribution at all.

General Eisenhower made an effort to win over the Germans. Upon his arrival he said he was willing to let bygones be bygones. He distinguished very carefully between the bulk of "freedom-loving" Germans and the Nazis and Hitlerites whom he had set out to destroy during the war. Perhaps his greatest bid for German goodwill was the statement he issued on his departure.

"As I told the Chancellor and the other gentlemen with whom I spoke last night", said General Eisenhower, "I have come to know that there is a real difference between the regular German soldier and officer and Hitler and his criminal group. For my part, I do not believe that the German soldier as such lost his honor. The fact that certain individuals committed in war certain dishonorable acts reflects on the individuals concerned and not on the great majority of German soldiers and officers".

At the reception Chancellor Adenauer asked the Supreme Commander: "*Sprechen Sie Deutsch?*"

The reply: "The only German word I know is 'Eisenhower' ".

—*OFNS*

—International

CONFIDENCE *has spread in Europe by tour of Eisenhower, shown with Monty.*

—Woop, Continental Daily Mail

HOOVERISM *has found but a small minority of backers in U.S. Congress.*

WESTERN SAVINGS & LOAN ASSOCIATION
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M'ARTHUR'S POSITION

A SURPRISING change in the position of General MacArthur has been revealed by the recent visits to Tokyo and Korea of a number of senior American generals, writes Michael Davidson, lately London *Observer* and SATURDAY NIGHT correspondent in Tokyo:

FROM being almost a sovereign in his own right the Supreme Commander has become suddenly an unloqacious and acquiescent subordinate of the Pentagon. He is now being dealt with by the Chiefs of Staff in Washington like any field commander, taking orders and carrying them out.

—U.S. Army

MACARTHUR: *Now a subordinate?*

From the very day that Lt.-Gen. Ridgway, a Marine, took over command in Korea it was evident that MacArthur's touch there had slackened. Ridgway's first act was to secure incorporation into his command of the Tenth Corps, which, for personal reasons and because Generals Walker and Almond were not on speaking terms, MacArthur kept under his direct orders—thus causing fantastic operational disunity which produced such Eighth Army reports as "attempts by our patrols to make contact with the Tenth Corps were unsuccessful".

General Ridgway proceeded thereafter to impose a drastic censorship without, it is believed, reference to GHQ and certainly in disaccord with MacArthur's reiterated objection to censorship; he then acquired the sole rights in the issuance of operational communiques. GHQ today publishes nothing but lists of awards, decorations and administrative directives. It is believed in Tokyo that Lt.-Gen. Bedell Smith and Maj.-Gen. Bolling, heads of the American Intelligence Service, have come out to overhaul their Far East Intelligence, which manifestly has been inadequate, to say the least.

Effect on Morale

But it is felt strongly in Tokyo that its sins go further than that: its deliberate exaggerations, designed evidently to excuse mistakes and to cover weaknesses, have indubitably made inroads into United Nations morale. American soldiers reading daily in their official army newspaper *Stars and Stripes* that untold numbers of formidable Chinese are descending upon them are not encouraged. This kind of official exaggeration also spurs competitive newswriters into reporting an "all-out assault by Chinese hordes against a United Nations battalion", with casual mention four paragraphs down that the attack was in company strength. It is a stock joke in Tokyo now to ask "How many hordes make a platoon?"

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U.S. AFFAIRS

ROUGH AND NARROW

Acheson's Path Between Demands of Congress And Fears of America's Friends and Allies

THE ADMINISTRATION is finding the path between its critics at home and its allies abroad a rough and narrow one. As it has had impressed on it with greater force almost every day recently, during the UN discussion of a cease-fire for Korea and a Far Eastern Conference, the policies which would mollify its critics at home would alienate its allies and friends; while the policies which would satisfy its allies would infuriate its domestic critics.

It is fortunate, in this situation, that the war in Korea is going much better under the new command of General Ridgway, and the pressure for a "limited war" with China to conserve prestige and shore up the Far East during a withdrawal from Korea is easing.

—Wide World

UNENVIABLE *is the role of Secretary of State Acheson in trying to convince Congress he is "standing up" to China, while persuading U.S. allies he is not being "belligerent."*

Confidence has built up rapidly, in Washington and in Korea, during the past fortnight of successful counter-jabs that the U.S.-UN forces can stay on and give a good account of themselves. And this change in the fortunes of war is, in turn, making the Chinese Communists more amenable to negotiation. It is just possible that Mr. Acheson could now persuade Congress and the public that he would be negotiating from strength, which is a very different thing from begging the enemy to stop chasing you when you are on the run.

At the same time, with the reaction of even the British and Canadian Governments, the closest allies the U.S. has, to the latest cease-fire proposals, Mr. Acheson must do something to convince America's friends that she is not belligerently determined to continue and even widen the conflict, and to turn down all possibilities of peace.

It is on that word "peace" that the real dispute hinges. The State Department's attitude up to now has been that there was no real prospect of peace in the UN's dickering with Peking, but only of appeasement which would encourage further Chinese Communist aggression. Washington ideas seem to be fixed on the lessons of the 1930's, when failure to stand up to Japan's aggression from the start led down the long slippery trail to all-out war.

These ideas ran smack into those propounded by India, as the leader of what its members call the conciliation bloc, but many Americans view as the appeasement crowd. These ideas were put in the most concise form yet by Mr. Nehru, just before he left Paris.

Nehru does not believe that Communist China is imperialistic, but is concerned mainly with carrying out its own revolution. And—really the main point at issue these many months—he insists that Communist China is not interested in serving Soviet Russian designs, that it fee's independent of Russia because it received little help in its revolution, and is only working closely with Russia in the interests of its own security.

Nehru sees Communist China's tone moderating, and her intervention in Korea lessening, and believes therefore that, if the present bad-tempered diplomacy could be set aside, there is an opportunity for a settlement which would turn Communist China's energies to her own reconstruction and remove the threat of war from a large area of the Far East. In the long run, Nehru does not believe that a large and racially conscious nation like the Chinese, with their old antipathy to all foreigners, can come under Russian domination, unless we force them to seek their security with Russia.

The basic decision, as will be seen, which still remains to be taken over China hangs on a judgment as to whether or not she is already wholly committed to the Soviet cause and to Soviet domination. The view that she is so committed has been growing in recent months. But many who urge the contrary have never given up warning that there is everything to be lost and nothing to be gained by tagging her irrevocably as an enemy, under the concept of an ideological war against all Communist states.

With time and careful handling they believe that she must see in the end, as Tito did, that it is Russia which is encroaching on her independence and her territory, and that the assistance she greatly needs in reconstruction and development can only come from the West.

—*W.W.*

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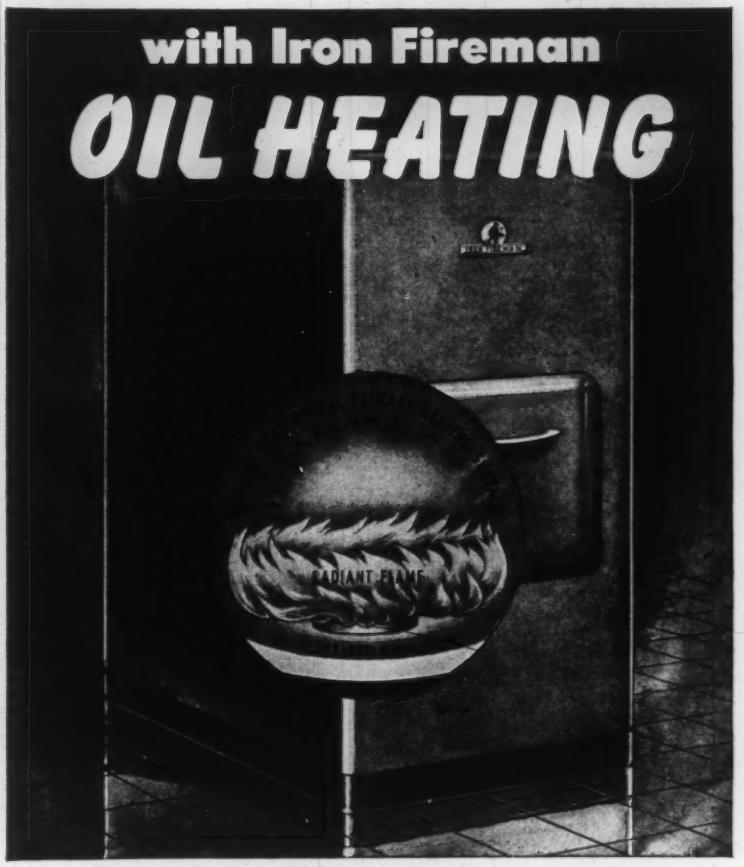

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But the Doctor was nobody's fool. With his usual foresight he had asked a Canada Life man to suggest a plan that would look after Johnny's education no matter what happened. "An insurance company is like a doctor," he had said, "they can give you a lot of peace of mind, if you have confidence in them."

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U.K. & COMMONWEALTH

COALITION TALK

Call for Mobilization of Churchill Labor Supporters Join in the Move

IT HAS STRUCK more and more people in Britain lately that one of the country's most valuable resources that needs mobilizing is Winston Churchill. Talk of a coalition government that would include him as Minister of Defence, as well as Mr. Eden as Foreign Secretary in place of the ailing Ernest Bevin, has been growing steadily in recent weeks.

It is true that Mr. Attlee has reaffirmed that his Labor Government will carry on, and Mr. Aneurin Bevin, newly moved to the Ministry of Labor, has gone further and asserted that "there would be no way of creating dissension in Britain more effectively than by forming a coalition." Mr. Churchill, too, has publicly rejected the project of a coalition.

—International

ATTRACTIVE *new figure in recent Commonwealth meet was Sir Godfrey Huggins, Prime Minister of self-governing colony of Southern Rhodesia.*

But a number of Labor MP's have now joined with some Conservative colleagues in favor of the idea. And the largest-circulation paper in Britain, a Labor supporter, *The Daily Mirror*, has run a front-page editorial flatly stating that the country has lost confidence in the Attlee cabinet and needs " a great lift of the spirit" such as Churchill could give it. As for Mr. Churchill's own opposition, as one correspondent puts it, "Mr. Churchill the national leader is always at hand in a crisis to take over from Mr. Churchill the politician."

It is widely appreciated in Britain that Mr. Churchill's inclusion in the government would not only give a "lift" in spirit to the British, but would be loudly acclaimed in the United States. The difficulties in achieving a coalition are nevertheless considerable, as things stand. The Conservatives have good reason to believe that they could win a new election, and that this may come within a year.

It would be no easy job for anyone to be Mr. Churchill's superior — though it is conceded that if anyone could fill the role it would be modest Clement Attlee. And there is the real possibility that Aneurin Bevan would hold up the example of what happened to the Labor Party when Ramsay MacDonald went into a coalition in 1931, and lead the Socialist left wing into opposition, with all the implications of labor trouble which this would hold.

MENTOR

CONTINUED FROM PAGE 11

were many more women students, and of course, fewer men. The courses were extended to the armed forces during the war through the Canadian Legion. There were also courses for veterans after the war.

The course which Dr. Dunlop considers of greatest benefit, and the one in which he takes the greatest pride, is the course for teachers working towards their BA degree. Approximately 900 have won the coveted distinction in the 30 years the extension course has been given, and 858 are now actively engaged in working towards their degree.

Also active in other fields, Dr. Dunlop is at present Grand Treasurer of the Grand Lodge of Canada in the province of Ontario of the Masonic Order. He at one time held the office of Grand Master in Ontario highest rank in Canada. He has been on the synod of the Church of England Diocese of Toronto for some time, and is Chairman of the Board of Directors of *The Canadian Churchman*. He also serves on the Board of Trustees of Wycliffe College. He is Chairman of the Canadian Legion Committee on Citizenship.

Among the treasured possessions Dr. Dunlop will take with him when he leaves his office are testimonials from the Canadian Association of Adult Education, a testimonial giving him a life membership in the Advertising and Sales Club of Toronto, and another from the Canadian Credit Institute, which awarded him the FCI in 1942. He also has an honorary degree of Doctor of Laws from Western University.

Dr. Dunlop, by his own admission, has "had fun" at his job. He has enjoyed, for instance, "calling the shot" on which career should be followed by the many young people who have been brought to him for advice. And many of them have come back to him in later years to thank him for his counsel. This is just one of the many rewards which have come to him from his lifetime of service as one of the eminent figures in the field of Canadian education.

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SATURDAY NIGHT

world of women

An Easy Way to Improve Your Disposition

by Marjorie Thompson Flint

—Kauffman—Fabry

BREAKFAST FOR TWO: *French toast, crisp bacon and red currant jelly.*

ADD to your New Year's resolutions a promise to eat bigger and better breakfasts so you'll be a smarter boss, housewife, scholar or whatever your chosen role. Add it to the list—and stick to it!

Breakfast is the most Ignored Meal of the Day by the majority of us. We're in a hurry to get to work or school. Or we eat only toast and coffee or juice—don't want anything else. Too bad—because we muff the chance to become a reasonable human being for the day. Nutritionists and scientists take a dim view of skimpy breakfasts, urge us to change our ways. Behind their urging is a wealth of impressive facts which can't be passed over flippantly.

BRIEFLY, effect of a light breakfast or none at all on us is (1) decreased mental alertness and work output (2) increase in muscle tremor . . . a measure of fatigue which figures in industrial accidents and also applies to home hazards. You can't do your best work on a short supply of fuel for the body. On the other hand, well breakfasted you'll be pleasant, efficient, relaxed and alert as a bird dog.

These facts are results of surveys done by the American Medical Association, U.S. Department of Agriculture, Nutrition Foundation and so on.

Consume one-third of the day's food requirements at breakfast. A basic breakfast pattern—fruit or fruit juices; hot or cold enriched cereal with sugar and milk; bread or toast with butter; milk or cocoa.

Fruit or fruit juices gives the metabolism (the chemical you) a much needed push into higher gear. Also essential for growth and keeping the joints flexible. Cereals have a lot to offer (oatmeal is still tops) particularly in the Vitamin B family. Lack of this element contributes to fatigue and irritability. The proteins, iron, phosphorus and Vitamin A found in cereals can't be recaptured in other meals without overeating. Milk, of course, contributes to bone building and repair. Bread, butter, rolls, waffles and muffins supply the calories expended in energy. Growing boys and active men and women need eggs or meat in addition.

Weight reducers who skip or skimp breakfasts are due for disastrous results . . . anemia, sallow and rough skin, circles under the eyes plus sores. All caused by insufficient intake of bread and cereals (the vitamins and minerals contained therein). Whether or not you eat breakfast your weight *does not vary*. You do your most strenuous work in the morning and use up all the calories (the breakfast ones) that way.

THE PERSON responsible (housewife) for the task of seeing that the nation starts the day right is very important. She should receive cooperation from the family in various ways (1) getting up when called (2) attending to mechanical appliances (toasters, etc.) when assigned to the job (3) consuming what is served.

She herself should be privileged to drink a large glass of fruit juice before starting to prepare the meal. Then after everyone has departed (cheerfully) she can relax with her bowl of porridge, coffee cake, coffee and the morning paper.

A Week of Breakfasts

Monday

Orange Juice
Oatmeal with Raisins
Buttered Toast
Milk, Coffee

Tuesday

Pineapple Juice
Shredded Wheat
Scrambled Eggs
Toast or Coffee Cake
Milk, Coffee

Wednesday

Sliced Orange
Hot Wheat Cereal
Raisin Bread Toast
Butter
Milk, Coffee

Thursday

Stewed Apricots
Bran Flakes
Boiled Eggs
Buttered Toast
Milk, Coffee

Friday

Halved Grapefruit
Oatmeal
Hot Rolls, Muffins
Honey Butter
Milk, Coffee

Saturday

Tomato Juice
Cornflakes
French Toast
Jelly or Maple Syrup
Milk, Coffee

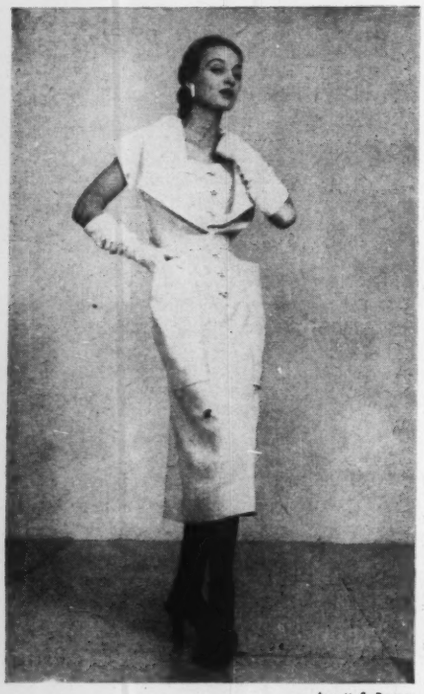
Sunday

Broiled Grapefruit
Ready-to-Eat Cereals
(individual boxes)
Bacon and Cheese Omelet
Buttered Toast
Chelsea Buns
Coffee, Milk

This is
ATIONAL
HEALTH
WEEK

—Max Sauer

WONDER BLOUSE . . . *a classic shirt transformed three ways with jewellery, scarves. Blouse, Lillimar; gloves, Kayser; belt, Vogue; jewellery, Coro; hat, Piko.*



—Arnott & Rogers

WHITE LINEN *plus jacket. Fashion Guild.*
NAVY MINK *on white crêpe (below). Sperber.*
TRIPLE FEATURE *suit (right). Wilshire.*

"Change-About" Fashions

by Bernice Coffey

WHAT YOU can do with a blouse, a dress, a suit, almost any piece of clothing you might name, is limited only by your imagination and eye for effect. In the simple terms of today, any woman can be equipped for almost any need or occasion—and she need not be the owner of an "extensive wardrobe," or an unlimited clothing allowance.

That old cry, "But I haven't a thing to wear!" isn't legitimate any more if you have been alert to something that has been happening to fashions during the past few seasons. You will find, if you look closely, that almost every other piece of wearing apparel being shown is designed to serve more than one purpose. Idea originated with top bracket designers—probably because so many of their smart clients were travelling by air and wanted to be encumbered with as little luggage as possible.

So the idea stems from convenience, not economy.

Designers and manufacturers have taken the idea to their hearts. And the woman who has accumulated a drawerful of accessories knows what she is doing, too. Costume jewellery (bold and frankly fake); belts in all shapes and sizes; scarves (to wear at neck, over head, around waist, tied at wrist, spilling out of a pocket); stoles (they're wearing them day and night); gloves (did anyone ever have too many?) can give the average costume as many lives as the proverbial cat.

On this page we show examples of how various Canadian manufacturers have interpreted the change-about idea for the coming spring season.

The Wonder Blouse, shown at top of page, goes glamorous with the collar turned in to a plunging neckline, ropes of pearls and rhinestone pins, a striped scarf twisted to a sash at the waistline. It goes active with rolled-up sleeves, a studded cowhide belt and a paisley scarf tied in the newest Cassidy kerchief style. It goes shopping or to business in a demure manner, a polka-dotted scarf pinned neatly under the collar, a shining patent belt, crisp white gloves and hat.

All these changes are rung on a classic sharkskin shirt with link cuffs, neat tailored collar, yoke shirring. And—to show that smartness need not have a price tag on it—the blouse sells for only four dollars!

—Panda

Evening elegance is not qualified by the fact that a dress can undergo personality changes. The dress shown at left is a white linen sheath with buttons of glittering crystal, deep saddle pockets... for an evening of dancing in the south now, here in the summer. Brief waist-hugging jacket with wide-flung lapels transforms it into a cocktail dress.

A white crêpe sheath evening gown—trimmed with mink dyed navy, if you please!—is companioned by a loose-hanging jacket trimmed in a similar lavish manner.

And, coming to daytime wear, nothing will ever take the place of a well tailored three-piece costume. It gives you three complete costumes in one, and the coat can be worn over outfits, too. The costume illustrated here uses combination fabrics in pale blue and grey.

Par in change-abouts is a suit made by a Toronto house. Comes equipped with three skirts, jacket and reversible weskit —and provides 21 changes of costume.

LIBRARY POSITION

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SATURDAY NIGHT'S

Analyses of Canadian and World Business

Woman of the Week:
At Grant House

by Leonora McNeilly

SHE is typically English in manner, speech and traditions. And that is one of the many reasons why the wife of the Rev. Cedric W. Sowby, Principal of Upper Canada College, fits so admirably into her surroundings. For Grant House, the Principal's residence set in spacious college grounds, has a charming old-world English atmosphere of its own.

MRS. C. W. SOWBY

Mrs. Sowby is no stranger to academic surroundings. Born in London, England, she attended Princess Helena College before going on to Cambridge for a teacher's training diploma. She afterwards studied theology at St. Margaret's Hall, Oxford. There, with a fellow student, she carried off a first-class honors' degree, first time in 25 years that such an honor had been conferred upon a woman.

Before the teacher's training diploma was put to practical use, however, she married the Rev. Cedric W. Sowby in 1924.

In her drawing room in Grant House, Mrs. Sowby talked about St. Columba's College—six and a half miles outside Dublin—where Mr. Sowby was Warden for 15 years.

Sketches of St. Columba and its environs hang on the drawing-room walls. A large photograph of Eamon De Valera who headed the government for almost their entire residence in Ireland stands on the mantelpiece.

But Mrs. Sowby, who took honors in her stride, amusedly admits failure to master Gaelic—and this in a college where the pupil who shirked it was penalized to the extent of 5 pounds—the teacher who failed to teach it 24 periods a week of 45 minutes each, forfeited his incremental salary from the Government.

THE Sowby's are keenly interested in Commonwealth relations. The years in Eire had been happy, productive ones but separation of Eire from the Commonwealth made for a ready acceptance of the proffered appointment to Principalship of Upper Canada College.

And now, in addition to her duties as chatelaine of Grant House and mother of three children (one son, two daughters), Mrs. Sowby still finds time for many outside activities. Mornings she teaches Scripture at Bishop Strachan School. She is also in demand as a public speaker. Torontonians have in this charming Englishwoman a platform speaker of high cultural and intellectual attainments.

Mrs. Sowby's wide experience as Matron—and teacher in emergencies—at St. Columba's College, was cited by the *Columban Centenary* as "an invaluable aid to the smooth running of the College". It will contribute much in the wider sphere of Upper Canada College.

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Elizabeth Arden

Firmo-Lift Treatment Lotion

a revolutionary lotion that works against wrinkles, crepeyness and age lines!

What other preparation can give you the age-defying action of Elizabeth Arden's Firmo-Lift! It is unique; there is nothing else quite *like* it for double chin, heavy jowls, crepey neck skin, puffiness, surface lines. Firmo-Lift contains vital, restoring oils and other secret ingredients that help lift, firm, smooth, tighten and soften with incredible effect. *Press* it, *mould* it . . . up, up into your skin . . . and see what a difference it makes.

$3.00 2 oz., $6.00 4 oz.

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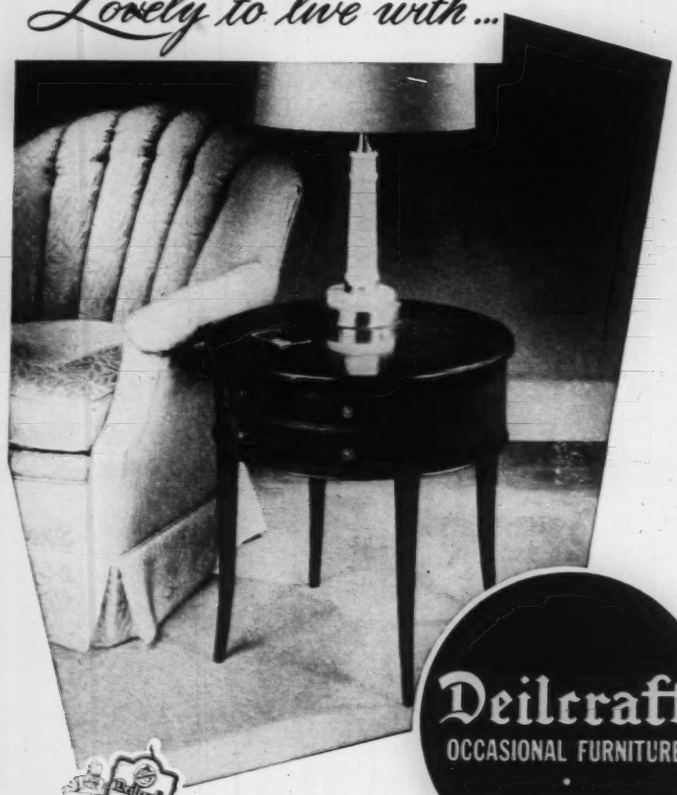

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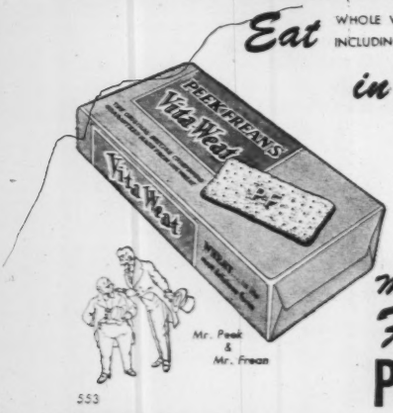

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Are you literally "on the spot?"
READ "HIVES AND HELPLESS RESENTMENT"
IN NEXT WEEK'S ISSUE

—Heirloom

HEARTS AND FLOWERS *for the party celebrating St. Valentine's Day.*

Concerning Food:

RED AND WHITE

RED for true love, white for loyalty, are party colors on St. Valentine's day. The festive table can go all out in sentiment with figurines, flowers, ribbons and lace doilies.

Here's a menu for either a St. Valentine's bridge luncheon or evening buffet. For the latter omit the consommé and ice cream.

Tomato Consommé Melba Toast
Shrimp Salad Curry Mayonnaise
Anchovy or Parsley
Butter Sandwiches
or
Hot Buttered French Bread
Sweetheart Cake
Cherry Ice Cream

Brain-Teaser:

Not for the Color-Blind

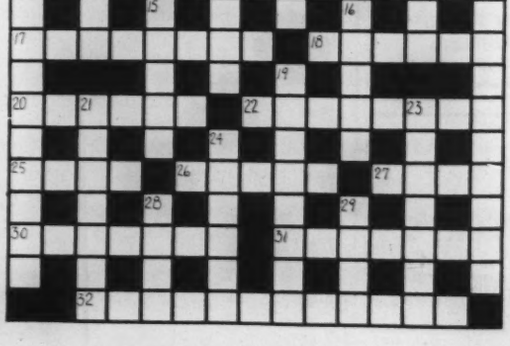
by Louis and Dorothy Crerar

ACROSS

1. Unexpected appearance presented by the snout of the bluebottle. (3,2,3,4)
10. The remainder meant to join the Royal Navy. (7)
11. Gasp at her in a leopard skin! (7)
12. When green, perhaps, the envoy has nothing to lose. (4)
13. Shed, for removing red paint? (5)
14. Fastens over. (4)
17. Gee! the pride it takes in the 6. (8)
18. One of Sheridan's ladies does it well. (6)
20. The want of it caused little Tommy to burst into song. (6)
22. Refuse not the elite. (8)
25. The little duck who wasn't! (4)
26 and 6. Subway track? (9)
27. Yellow with age. (4)
30. Like black of white. (7)
31. He is instrumental in producing a concerted effort. (7)
32. Black Maria? (7, 5)

DOWN

2. Still as you were. (7)
3. A gem of a color reflector. (4)
4. And the little bird laughed! (8)
5. One who knows more and more about less and less. (6)
6. See 26.
7. A ruffled hen perched on a broken cane. (7)
8. Play on the grass? (5, 8)
9. Were Steinbeck's purple with rage? (6,2,5)
15. Greet the bird. (5)
16. Sneeze out the candle! (5)
19. Tricked at cards, perhaps. (8)
21. State with body. (7)
23. I get a car to take me all over the country. (7)
24. Tip the listener. (6)
28. Does it sound a blue note in Scotland? (4)
29. With nothing on, the French come to naught. (4)



Solution to Last Week's Puzzle

ACROSS

1. Sinking fund
9. Aperture
10. Foyers
11. Partake
12. Debussy
14. Chance
15. Manicure
17. Presumes
20. Cheese
22. Ebb-tide
24. Mud pies
26. Picnic
27. Attitude
28. Raw material

DOWN

2. See 20 down
3. Knuckle
4. Need
5. Fifteen
6. Noyau
7. Splash
8. Eraser
13. Smash
16. Cleopatra
18. Rabbit
19. Modicum
20 and 2. Counter-irritants
21. Steeds
23. Tonga
25. Bait

Tomato Consommé

Combine equal quantities of canned consommé and tomato juice using the soup tin as a measure. Add celery salt, monosodium glutamate (¼ tsp.) and 1 tbsp. minced onion. Heat to boiling, taste and reseason. Strain before serving.

Shrimp Salad

For four servings use 2 cups cold cooked or canned shrimp. Remove black vein down the back but leave the shrimp whole. Combine with 3 tbsp. French dressing and 1 cup finely diced celery until ready to serve. Drain off dressing and arrange salad on serving plate on a bed of shredded lettuce. Border the salad with sprigs of watercress. Chopped stuffed olives (2 tbsp.) and finely diced green pepper (2 tbsp.) can be mixed with the salad if desired. Devilled eggs can also be used to garnish the salad platter. Serve with *Curry Mayonnaise* which is simply 1 cup mayonnaise combined with 1/3 to ½ tsp. curry powder (more or less to taste).

Sweetheart Cake

To make a heart-shaped cake cut a heart pattern in cardboard and trim baked layer cake to fit. Or use the heart-shaped layer pans which are available. For these use your favorite white cake recipe which fills two 9″ layer pans. For marbled effect tint one-third of the batter with 4-5 drops of red food coloring and swirl it in the partially filled cake pans.

Cake Decoration:

Fill cake with almond cream filling and frost with butter icing. If you're good with the decorating tube here's the place to lavish roses and sentiment. Or fill and frost cake with Seven-Minute or boiled frosting. Place a ruff of lace paper doilies around the cake.

To Ornament:

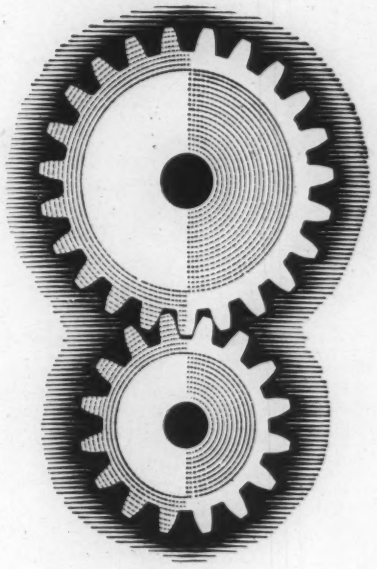
(1) Crush red and white peppermint candy and cover the sides of the cake. Outline an arrow on the top with silver dragees and fill with crushed candy.

(2) Make a "real" nosegay of red carnations and green leaves to place on cake just before serving.

(3) On top of the cake outline a heart in the frosting with a toothpick. Melt ¼ cup red currant jelly. Cool to lukewarm and use to fill heart on top of cake spreading evenly. Sprinkle cocoanut around sides of cake and on top right around the jelly heart.

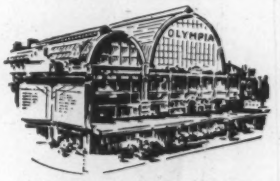
Cherry Ice Cream

Drain 1—20 oz. tin red cherries thoroughly. Put cherries through food chopper and let drain. Soften 1 tbsp. (1 envelope) unflavored gelatine in ¼ cup cold water. Heat 1 cup cherry juice and 1 cup sugar and cook until it threads when dropped from a spoon (230°F on candy thermometer). Beat 4 egg whites until stiff and pour syrup mixture over whites in a fine stream beating constantly. Dissolve gelatine over hot water and fold into egg white mixture. Then fold in 2 cups heavy cream beaten stiff, 1 tsp. lemon juice and the cherry pulp. Pour into one large or 2 small freezing trays. Freeze until firm without stirring.—*M.T.F.*



BIF 1951

EARLS COURT—10 groups of trades, represented by 700 exhibitors in 260,000 square feet of display area.



OLYMPIA—In an area of 300,000 square feet, over 1,000 exhibitors will display a wide variety of their latest goods.

CASTLE BROMWICH—The section for Building and Heating, Electricity, Engineering and Hardware. Exhibitors: 1,300. Display area: 500,000 square feet (including outdoor).

BIGGER AND BETTER

A hundred years have passed since Queen Victoria opened in London the first 'Great Exhibition' and revealed to the world the manifold ways in which British enterprise and skill were pioneering to increase the ease and interest of life. For some time past, we have been planning to celebrate this anniversary by a Festival in which every aspect of British life will be on display. In particular, we are making the 1951 British Industries Fair an occasion for the world to see the full extent of our recovery and our resources. We can promise that the B. I. F., like British Industry itself, will be bigger and better than ever. Over three thousand exhibitors from a hundred trade groups will put their latest and finest products on show.

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BRITISH INDUSTRIES FAIR

LONDON APRIL 30—MAY 11 BIRMINGHAM

INFORMATION about exhibitors, advance catalogues, special displays and facilities at the Fair can be obtained from the United Kingdom Trade Commissioner at Ottawa, Montreal, Toronto, Vancouver or Winnipeg; or from the Imperial Trade Correspondent at St. John's or Halifax

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Distaff:

THIS "EVE" WON

WOMEN can get into the news even at a Fruit Growers' Convention. Witness BC's 62nd one in Vernon. On hand was the first woman ever to be voted a delegate. And a woman ran away with the award that makes her the best fruit grower in Okanagan Valley. Delegate **Mrs. F. Whitworth Clarke** owns and operates her own orchard at Westbank, does her own tractor driving. A Vancouver girl, she spent her childhood holidays on her father's ranch near Hope.

Winner of the "better fruit trophy" was **Mrs. Louise Potter** of Oliver. For the past five years, since the death of her husband, Mrs. Potter has run her 15-acre orchard. And winning awards is a family pastime. Nine-year-old son Gale won the award for the best display of fruit by the son or daughter of a grower. And last year her father won the "better fruit" award.

■ Last week Montreal turned up with two important in-the-news personalities.

—CP
DR. MURIEL ROSCOE

First was **Dr. Muriel Roscoe,** Dean of Women at McGill University, —chosen as leader of the 50 Canadian girls who will visit Britain this summer as guests of Canadian-born W. Garfield Weston. Dr. Muriel is a native Nova Scotian; received degrees from Acadia University, Wolfville, and Radcliffe College (Harvard), Boston. She was Botany Professor at Acadia before joining McGill staff in 1940.

And a few days later Montreal's track and field star, **Rosella Thorne** crashed sports news by being named Canada's outstanding athlete for 1950. Rosella was a member of Canada's British Empire Games team and competed in hurdles, broad and high jumps. And last year in the Quebec championships, she won four events.

—CP
ROSELLA THORNE

■ Something new was added to a diamond wedding anniversary in Simpson, Saskatchewan. Sixty guests signed a diamond-shaped guest register studded with rhinestones and then congratulated the diamond-bride-and-groom, **Mr.** and **Mrs. W. J. Thomas.**

■ Reelected National President of the Silver Cross Women of Canada was **Mrs. W. H. Jacobs** of Toronto at the annual conference in Montreal.

■ Quebec Province may not give the women the same civil rights as her sister provinces but another woman has snaffled off an aldermanic seat.

Mrs. Thomas Urquhart was elected to the Municipal council in the Town of Pointe Claire and by a "thumping" majority. She's the fourth woman to hold such office in the Montreal area.

THE LIGHTER SIDE

Warning to PC's (Junior Division)

by Mary Lowrey Ross

"The Progressive Conservative Students' Federation recently held their annual Convention. By majority vote the meeting: (1) Called for overall economic controls to stabilize prices and wages and counter the threat of 'runaway inflation.' (2) Rejected compulsory military training for either permanent or reserve forces. (3) Favored recognition by Canada of the Communist Government of China. (4) Asked that a system of contributory national health be inaugurated at once."

OH, SAY, can a Party
Still exist,
When its Youth goes
Deviationist?

In spite of the Party's
Love and labors
They've been playing round
With the next-door neighbors,
And worse—far worse
Than brawlers or drinkers,—
The next-door neighbors
Are Socialist thinkers!

Oh, a good Conservative will never
Associate with a CCF'er.
A sound Conservative will find
That the Party tie
Is the tie that binds,
For what on earth is a
Party for
If it won't keep you home
From the one next door?
The true Conservative's
Independence
Cannot be altered
By amendments.
He does not waver
To and fro,
But quietly sticks
To the status quo.
Others may wildly
Veer and range,
He steadfastly still
Declines to change,
Knowing full well
The proper tack
Is one step forward
And one step back.
(Though in emergency
He might
Take one step left
And one step right.)

HE KNOWS that rudely
Checked Inflation
Will lead to Bureau-
Cratization,
And he'd rather not disclose
His feelings,
On rents-and-wages-
And-prices ceilings.
Free Enterprise
He will never jettison.
He looks askance
At Socialized Medicine.
Nature, his Maker
And his physician
Take care of his physical
Condition.
And he rightly feels
He would hesitate
To entrust his digestion
To the State.
Such dreams and schemes
Are beyond his venture.
He prefers to pay
For his (private) denture.
His health he scorns
To nationalize.
Health is a private
Enterprise.
(Likewise, the architects
Of wealth
Know Private Enterprise
Is health.)

RED CHINA he will never
Greet,
Nor urge her to a
Council Seat.
He'd rather speak
With a voice of thunder
And pull the Council
Seat
Right from under 'er.
First to defend
And first to attack,
When China roars
He roars right back.

He'd back the Mother Country
Gladly,
But he doesn't think much
Of Mr. Attlee.
He loves Old England
But thinks perhaps,
The Country is running
Under wraps.
And foreign affairs
Are at sixes and sevens,
Because of the Attlees
And the Bevins.
He hopes that the next
Political lurch'll
Restore things safely
To Eden and Churchill.

Pacifism
Makes him ulcer-y.
He'd like the Army
Made compulsory.

Unhappily his special truth
Gets no response
From the Party's youth.

Thus anger and
Confusion rocks,
A Party that's pledged
To a paradox.
And no one is able
To settle, quite
When Right is wrong,
And Left is right.
If the Left prevails,
Then the Right must give,
And alas for the
Old-line Conservative.
If the Right grows strong
And the Left grows punier,
Then what in the world
Becomes of Junior?

1951
is Festival Year in
BRITAIN

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You'll find that devaluation has made Britain a thrifty land in which to vacation and shop . . .
You'll find you can use all the gas you wish for your car, without rationing . . .
You'll find you can eat without stint in hotels and restaurants—and without hardship to anyone . . .
You'll find friends eager to welcome you . . . eager to show you sights and scenes famous in history.
Make 1951 your year for making that trip to Britain. See your travel agent today!

Come to Britain in '51 —for shopping and vacation values.

Come to Britain in '51 —for music, drama and exhibitions.

Come to Britain in '51 —start planning your visit now.

FOR FURTHER INFORMATION:
See your Travel Agent or apply to THE BRITISH TRAVEL ASSOCIATION, 372 Bay Street, Toronto, Ontario; or Room 331, Dominion Square Building, Montreal.

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FILMS

THAT OLD WRIGGLE TEST SHOWS THEM UP AGAIN

THE wriggle test so far has been applied only to junior audiences, but there is no reason why it shouldn't work just as well for adults. A theatre in which every seat was equipped with a wriggle-meter would be in a position to offer the studios some very valuable comment on their products.

MARY LOWREY ROSS

Such a gadget would be certain to record a high percentage of restless squiggles during the course of "September Affair." There is plenty to beguile the eye and ear in this film, which blends considerable travelogue material — Rome, Florence, Pompei and Capri—with a number of Rachmaninoff recordings. These, with side performances by Françoise Rosay and Jessica Tandy, may mislead the movie goer into believing he is enjoying high-class educational entertainment.

The reflex muscles aren't so easily fooled, however. They know when things go wrong and are likely to record, with all sorts of involuntary shiftings and squirmings, the embarrassment that the people on the screen should be feeling for themselves.

"SEPTEMBER AFFAIR" is a sort of soap-opera version of a Henry James situation involving American expatriates, love, wealth and European travel. An American-born pianist (Joan Fontaine) and an American engineer (Joseph Cotton) meet aboard a plane travelling from Italy to New York. Lighting at Capri they go on a sightseeing tour, and when they miss the plane, decide to extend the tour for a few days. Meanwhile, they fall in love, the homeward plane crashes, and since their names are among the missing there seems no reason why they shouldn't settle down together in a Florentine palace for the rest of their lives. Naturally it doesn't work out, because they both have careers to think about, not to mention the estranged wife and the Johnson office, back in America, both in a position to make trouble.

The James analogy extends at least to the financial arrangements made here; for James was never very lucid about how his characters came by their endless flow of travellers' cheques. The remainder of the film is so banal that I apologize for bringing the Master's name into it at all. Joseph Cotton gets through his role with his usual imperturbability and Joan Fontaine plays her usual variations on a familiar theme, with perhaps an extra sprinkling of grace-notes. Françoise Rosay and Jessica Tandy, cast in minor roles, seem perfectly aware that their talents are being wasted.

"EDGE OF DOOM," a Samuel Goldwyn picture, combines the usual Goldwyn care for production detail with great seriousness of purpose; but it is doubtful if it would pass the wriggle test successfully.

This is the story of an unhappy youth (Farley Granger) who loses his faith in the Church when it denies his suicide-father burial in consecrated ground. Later his resentment is intensified into fury when the parish priest refuses to underwrite an expensive funeral for his mother. In the argument that follows the distraught young man picks up a crucifix, kills the priest and escapes. In spite of himself, however, he comes under the influence of a younger priest (Dana Andrews) and when another man is arrested for the murder the youth confesses his own guilt.

It is a curiously Dostoyevskian story, though I doubt if even a Dostoyevskian hero would regard the lack of a $500 funeral as sufficient motivation for murder. This is one of the peculiar fetishes of this continent, particularly on its West Coast; and to a certain extent it invalidates the tragedy. Though Farley Granger plays the role of the rumpled and distracted hero with considerable intensity, one gets a little restless after a while in the presence of such a special and extravagant obsession. As a cynical neighborhood scapegrace Paul Stewart helps out with the only light note in the film.

—RKO Radio

"EDGE OF DOOM"

"STEEL HELMET" offers a formula that has become practically mandatory in war-pictures—each character is set up with an idiosyncracy which serves as a sort of identification tag, both in and out of action. In spite of its rather rigid framework, however, and in spite of the fact that it misses no opportunity for obvious sentiment or propaganda, this first film of the Korean War is filled with tense and often brutally compelling excitement.

Most of the action takes place in a Korean temple which an American patrol has seized as an observation post. The temple is haunted by a malevolent little North Korean officer, almost as elusive, in a restricted yet complex space, as the Phantom of the Opera. Though a routine film in many respects "Steel Helmet" is rarely a dull one. The line of action is held relentlessly taut, and even in its quieter sequences the picture achieves a sort of jarring reality. The cast is unfamiliar but excellent. On the whole "Steel Helmet" would probably get the lowest wriggle-rating of the week.

—*Mary Lowrey Ross*

BOOKS

ON THE MAKE

HOW TO LAY A NEST EGG—by Edgar Scott —*Winston*—$2.00.

THIS little book is subtitled "The Financial Facts of Life for the Average Girl". Why, its author asks, has she so little conception of the financial wallop she packs? He points out that in the U.S. 70 per cent of the nation's private wealth is controlled by women. Of all the stockholders in the U.S.A., 43 per cent are women. He exhorts them: "Look up from your Canasta, sister, and admit that you didn't know your own strength. In the workshops and market places of America, you are a big girl now. What are you going to do about it?"

With a light hand, prominent broker Edgar Scott, leads the ladies into the world of ticker tape. He offers a painless way of understanding the facts behind the figures on the market pages of your newspaper. And you don't have to know anything about the ticker tape world to follow him.

After an introduction by Emily Kimbrough ("Our Hearts were Young and Gay", "The Innocents from Indiana"), there are eight chapters which explain: (1) Why investment by women is necessary for the country's economic health; (2) How a girl can decide the kind of investment she wants to make; (3) What the stock market is ("Is a Stock Market Like a Super Market?"); (4) Investment companies, both closed-end and open-end ones; (5) Legal protection for the investor; (6) How to use your bank; (7) Estate planning—how to pass your nest egg on to your heirs when you die; (8) The steps you take to make an investment.

—Drawings by Richard Decker

"WHAT ARE PHYSICAL ASSETS?"
From "How to Lay a Nest Egg"

The institutions described are American ones, but that won't make the book less valuable to the average Canadian gal who wants to put her money to work. It's easy to digest, and when you've done so, you would be able to mingle with the bulls and bears confidently.—*M. Y.*

LITERARY SURVEY

THE WORLD'S BEST—edited by Whit Burnett —*Longmans, Green*—$6.25.

ANTHOLOGIES can never have a proper detachment so long as one editor picks what he likes to read and then puts his selection between the covers of a book. So old-hand editor Burnett made an international survey in which 642 writers, editors, educators, librarians, critics, etc. told him whom and what they liked. Burnett then approached the nominees and asked them to pick from their own work what they thought best represented both their style and thought.

An amazing list of authors came through with their choices (with some Burnett had to persist in getting answers). Canada's representatives are Morley Callaghan (with the short story "Rigamarole") and Mazo de la Roche (with a "Whiteoaks" excerpt). Hemingway suggested what most editors would probably have picked anyway—his "Snows of Kilimanjaro". Churchill declined to pick but a professor friend of Burnett and expert on Churchilliana chose his Parliament speech on the Dunkirk miracle ("We shall fight on the beaches . . .").

The one startling omission, seeing that he headed nearly every nominator's list, is Shaw. By every dint of editorial persuasion at his command, Burnett couldn't pry even a scrap out of the smartest of them all at the business of writing for fame and money. Wrote G.B.S.: "You class me as one of the Hundred Best. I am humiliated. I thought I was one of the ten best." Then later: "Contracts with American publishers do not admit of such dismemberment."

Has this anthology a detachment that others have not been able to achieve? I suppose so but it turns out that detachment is not so important after all. What really matters is that this gives more for your money than most. The major appeal, however, is its unusual compilation as a literary survey experiment.—*J. Y.*

TRAVELLER

THE ROAD TO OXIANA—by Robert Byron— *Longmans, Green*—$3.50.

THIRTEEN years ago the London *Sunday Times* awarded this little volume a gold medal for being the most outstanding travel book of the year. Reviewers in the *Observer, Geographical Journal* and *Architects' Journal* were warm in their praise. Robert Byron, whose career of great promise was tragically cut short by his death in World War II, was rated highly for his "limpid gaiety of style," his "accur-

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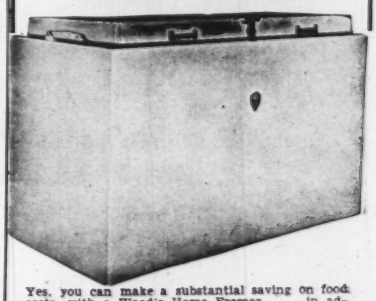
HOW YOU SAVE
ON FOOD WITH A
WOOD'S FREEZER



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acy of minute observation" and his stimulating "combination of petulance and enthusiasm." From such British publications with long careers to make them conservative in opinion this was high praise indeed.

There seems to be no reason to modify any of these tributes now when the publishers have seen fit to reprint this last volume of Robert Byron's art-travel series. The illustrations are excellent, and end-papers provide us with a convenient and uncluttered map with which we can follow the author's travels, outlined in diary form.

These wanderings, in which the author is accompanied by his friend Christopher Sykes, take them through Persia and Afghanistan, and finally across the Indian border to Peshawar. The entire travelogue is rich in humor and human interest, and the reader easily falls into the pleasant illusion of accompanying the wayfarers on their leisurely tour.

Along The Oxus

Byron's chief archaeological interest seems to have been in the Islamic monuments of Persia: illustrations are given of several of these. Most valuable portion of the travelogue is his account of a remote section of Afghanistan bordering the Oxus River. Our knowledge of this country is slim indeed: Byron diffuses a fascinating light over the land, even though his main concern is with paintings, buildings and works of art, particularly Byzantine.

D. Talbot Rice provides an excellent introduction outlining Byron's brief career and the extraordinary activity and erudition he succeeded in cramming into that short span.—*J.B.*

PEOPLE

ACCENT THE POSITIVE

■ A young Nova Scotian is to get a leading role in the 25th anniversary production of Yale University's School of the Drama. **Peter Donat,** nephew of actor Robert Donat, toured last summer with the Nova Scotia Players. This month at Yale he will play Sir Launcelot in Jean Cocteau's "Knights of the Round Table."

■ **Group Captain J. G. Stephenson,** formerly of Windsor and now Director of Posting and Careers at RCAF headquarters, Ottawa, told a Lions Club luncheon that it was the duty of every able-bodied man "to take part in reserve training. Unless a more active part is taken by Canadians in the military preparations of this country," he said, "there may be no taking part in the future" because "Canada may be the first to feel the horror of destruction if war comes with Russia."

■ Speaking to the Lethbridge, Alberta, Chamber of Commerce, **Resources Minister Robert Winters** deplored the tendency of Canadians to offer U.S. tourists copies of things American. "We have in Canada, in our history and in our great bounty of distinctive natural attractions, incomparable tourist assets. We do ourselves less than justice if we fail, as I fear we do fail, to emphasize them."

—CP

ROBERT WINTERS

—CP

NEW *role for Mayor and councillors.*

■ A letter from Jacqueline Briant, 6, of South Hackney, London, Eng., addressed to "Christmas House, Quebec, Canada," was delivered by the post office to Quebec City Hall last week. **Mayor Lucien Borne, City Councillor Henri Gagnon** and other council members bought a teddy bear as requested and sent it back with a letter. They explained that Santa did not live in Quebec City but city officials had got out their dog sleigh and managed to catch up with him before he got back to the North Pole.

■ Canadian pianist **Ross Pratt** appears this month in London's Albert Hall as soloist with the London Symphony Orchestra. He has recently appeared with the BBC Scottish, the Bournemouth Municipal and the Yorkshire Symphony Orchestras.

He has recently appeared with orchestras throughout England, including the BBC.

THEN AND NOW

HONORS

Earle L. Sheppard and **Gordon S. Adamson,** Toronto architects, named President and Vice-president of the Ontario Association of Architects.

DEATHS

Rev. Lenox I. Smith, 88, former Rector of Christ Church Cathedral, Ottawa; in Toronto.

Alexander Chuhaldin, 60, noted Canadian violinist; suddenly in Victoria, BC.

Seymour James Farmer, 72, former Manitoba Labor Minister and CCF provincial leader, member of the Provincial Legislature for 27 years and twice Mayor of Winnipeg; in Winnipeg, after prolonged ill health.

R. K. "Andy" Carnegie, 66, veteran newspaperman, formerly head of the CP's Ottawa bureau, ex-President and member of the Parliamentary Press Gallery; in Ottawa.

Park Manross, 55, former Progressive Conservative MP for London, Ont.; following a stroke in London.

Andrew West Murray, 73, prominent Saint John, NB, citizen and philanthropist; in Saint John.

THEATRE

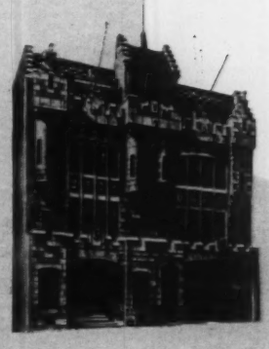
SONG AND DANCE

IN THE THEATRE, tradition was made for artists, not artists for tradition. Two successive weeks at the Royal Alexandra Theatre in Toronto have given a good example of this principle. Nothing could be more traditional than the artistic basis on which rests not only the Sadler's Wells Ballet but all modern ballet; but the tradition is living, it is still being nursed, moulded, developed in the guiding hands of great artists: new ballets (which are still heirs of the tradition) are being born, and the old ballets when performed by these artists are not mere copies, they are live and current works of art.

The following week the D'Oyly Carte Opera Company occupied the same boards. It has no other occupation or purpose than the continued performance of the works of Gilbert and Sullivan, works of unquestioned and permanent greatness, but which had no successors and founded no school. This company has never produced, and cannot by its nature produce, any new composition. It cannot, and should not, change the performance of the old compositions. Its leading older players are great artists, but their art is of the past. When the lights go up after the first act one looks around the audience for the beards of that Prince of Wales who became Edward VII and of his cronies. It is a slight shock to find that there are no beards there, and that instead of being in the 1880's one is in a museum replica of them.

Everybody should see the D'Oyly Carte "Mikado" of 1951, but nobody should think that he has thus seen the D'Oyly Carte "Mikado" of the old Savoy Theatre.—*Lucy Van Gogh.*

"Moderation IS THE SILKEN STRING RUNNING THROUGH THE PEARL CHAIN OF ALL VIRTUES" JOSEPH HALL



The House of Seagram

MEN WHO THINK OF TOMORROW PRACTICE MODERATION TODAY

What You Can Do About Inflation

Here's Some Practical Guidance on What to Do About That Steadily Shrinking Dollar

by P. M. Richards

—CP

B OF C'S TOWERS: *"Controls are only the cork in a fermenting bottle."*

TODAY we have two major causes of alarm: one is war and the other is inflation. While World War III is still only a threat, inflation is an actuality; our dollar has already lost nearly half of its 1939 purchasing power and may go sharply lower over the next year or two.

The ordinary citizen can't do much as an individual to protect himself from war. But he can do something about inflation, and that is the reason for this article, intended for the small investor. Please note that the recommendations offered here are not advanced as being in any way new or clever, but only as simple, practicable steps which will, if taken, be likely to provide at least some protection from inflation's ravages—yet which will, judging by past experiences, be totally neglected by the vast majority.

The first requirement for action is appreciation of a seemingly obvious fact: that when prices go up, the value of money goes down. A pound of tea brings more money, but a dollar buys less tea. It follows from this that when the trend is rather strongly inflationary, as it is now, it is better to own goods than money; that money itself (or any type of investment representing money rather than goods) is likely to prove a poor hold.

Most People Poorer

Experience shows that when inflation strikes, most people become poorer. Everyone who has a bank account, some life insurance, government bonds, perhaps a mortgage or two, stands to find that he has lost by keeping his money where he did. Though the dollars he gets back on the bonds or mortgages seem exactly the same as those he lent, they are really very different dollars, since they are worth perhaps substantially less in goods than his original dollars were.

The small bondholder may reasonably ignore a minor, seemingly temporary rise of prices, feeling that its disadvantages for him will eventually be offset by advantages resulting from a fall in prices. But when, as at present, there seems reason to believe that the current rise of prices may continue considerably beyond the present levels, high as the latter are judged by past standards, and that prices may never again in our time be as low as they are now, it is highly advisable to do something about it.

What, then, shall the individual investor (we shall have the small investor in mind) do about it?

Broadly, the main aim is to switch where possible from investments representing claims to money to investments representing ownership of goods. This doesn't mean that all bonds and life insurance should be disposed of, since these investments, particularly the insurance, are designed to provide the investor with certain amounts of cash at certain times. But looking beyond this, the objective is to turn from money into goods of a kind that will stand to increase in dollar value and provide an increasing dollar income as and when prices rise further.

Precious Metals

Gold and the other precious metals are widely regarded as the most dependable inflation holds, but they are high-priced (platinum and ruthenium have recently been selling at around $90 an ounce, rhodium at $130 and iridium at $200) and difficult to get hold of. And, of course, real estate is a natural hedge, but this usually involves problems of administration and regulation.

The most accessible and flexible hedge is found in equities representing ownership of natural resources (iron ore, western oils, base metals, non-metallic deposits, forest products, etc.) and ownership of manufacturing, utility and distributive enterprises. This is easily accomplished by buying shares of the capital (common) stocks of these companies, through any reputable brokerage or investment firm.

Creditor or Owner

The reader, no doubt, appreciates the point that a bondholder is no more than a creditor of the corporation which issued it; he is in no way a shareholder, and no matter how much that corporation's earnings might increase, the bondholder receives only his fixed return. It is true that this return is a first charge on the company's earnings and assets, but this fact, while a prime consideration in a period of low earning power, is of much less importance when dollar income is high and rising and the trend is strongly inflationary.

In contrast, the holder of shares of the company's capital stock is a part-owner of the enterprise and as such is entitled to share, to the extent of his share holdings, in any income that remains to be distributed to shareholders after all prior claims (such as bond interest and sinking fund requirements, reserves for depreciation and contingencies, taxes, dividends on preferred shares if any) have been provided for. In a period of big business volume and sharply rising prices, this distributable balance of income may be very large; remember that with rising prices the company takes in more dollars on even the same volume of business.

When buying common stocks as inflation hedges, many investors overlook the fact that the nature of a company's capital set-up may have an important bearing on the amount of dividends paid per share. Consider, for example, the case of two companies of equal size, in the same line of business, one of which, Company A, obtained its $1 million of capital by issuing 40,000 common shares at $25 each. There are no bonds or preferred shares outstanding. As the result of a year's operations, this company has $80,000 available for distribution on its shares, the equivalent of $2 per share.

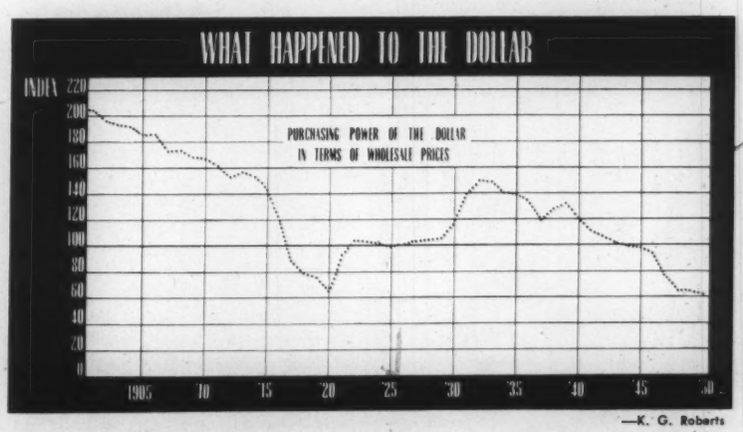
But Company B!

The other company, Company B, obtained its $1 million of capital by issuing $250,000 of 4 per cent first mortage bonds, $250,000 of 5 per cent second mortgage bonds, $250,000 of 6 per cent preferred shares of $100 par value, and 10,000 common shares of no par value at $25 each. This company also has $80,000 to distribute, and with it pays $10,000 in interest on the first mortgage bonds, $12,500 on the second mortgage bonds and $15,000 in dividends on the preferred stock. These payments consume $37,500, which leaves a balance of $42,500 applicable to the common stock. This is the equivalent of $4.25 per common share.

This big difference in income for the common shareholders of the two companies is due solely to the difference in capitalization!

Now let us see what happens when, after the next year's operation, each of these companies has twice the previous amount of income, $160,000, available for distribution to security-holders. For the 40,000 shareholders of Company A, this amount is the equivalent of $4 per share. Company B, on the other hand, still pays $10,-

CONTINUED ON PAGE 35



—K. G. Roberts

FLUCTUATING, *but broad trend is downward. Base: 1926 equals 100.*

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BUSINESS ANGLE

WE'LL GET THINGS DONE

Eventually We'll Be Richer and Stronger Because of Rearmament's Compulsions

by P. M. Richards

SPURRED by the menace of war, we are about to do things we should have left undone indefinitely without that stimulus. It seems that we may get St. Lawrence power developed at last; we are really going after immigrants; we are taking steps to widen our manufactures and our skills, build plants to make things that we have always imported, and bring new sources of raw materials into production. Eventually we shall be richer and stronger as a nation because of doing these things

—John Steele
P. M. RICHARDS

Though doing them will cost money and add to our immediate burden, they will increase our real wealth because they will enable us to produce more goods more cheaply than we did before. Our national debt will no doubt rise, perhaps substantially, but our ability to carry that debt ought to rise even more.

With a larger population and a more rounded productive system, we shall have a more balanced and stable economy and be less susceptible to economic vagaries in foreign markets. In the months immediately ahead, there will necessarily be a great deal of careful allocation of available supplies; looking beyond that, the emphasis, to be sound, must be on increasing and rounding out production. By cooperating in this, the labor unions will be helping to build a basis for future wage increases, and by producing more goods will be helping to beat inflation.

CONTROLS ARE COMING

WHEN Government action on such things as exchange and wage and price restrictions is impending, it's normal for a Government to indicate that nothing is going to happen up to the very minute that it does (to do otherwise would be to give aid and comfort to speculators). Following the United States' freezing of wages and prices last week, our Trade Minister Clarence Howe said the U.S. action would be "helpful" in stabilizing prices in Canada, and that there was no immediate need to take similar action here.

As to that, events will show. Recently every newspaper edition has told of cost and price increases in various fields; every evening one's wife tells one about the rising cost of housekeeping. The atmosphere is increasingly inflationary. Controls are or will be necessary because everyone believes that prices are going higher; that very belief is tending to cause a flight from money into goods.

Controls do not cure the unbalance —more purchasing power than goods —that is the cause of inflation, and they hurt the economy by checking the free movement of prices that normally keeps the supply of, and demand for, goods in balance. But they are necessary under certain conditions of scarcities and pressures, and those conditions exist now or will exist soon. The prime consideration now is the national safety, not the health of the economy; no doubt ground will be lost in the latter field, but we have a lot of very valuable experience from the last war that will stand us in good stead now.

PREPARE FOR PRESSURES

WISE business managers will use the experience gained in World War II to prepare in advance for the new pressures that are coming. They know, for example, that whatever is done or not done at Ottawa in respect of direct wage-price controls, there will be a shortage of manpower at the executive and technical levels as well as of workers on the production line, since various new agencies of Government are building up staffs.

How to make the best use of the trained men available? A survey of most companies' operations would probably show that many non-essentials have come into being in the recent lush years; it would be wise to determine now what to cut off. Many materials, not only those entering into the end products but those making such things as containers and packages, will sooner or later be in short supply or totally unavailable. What substitutions can be made?

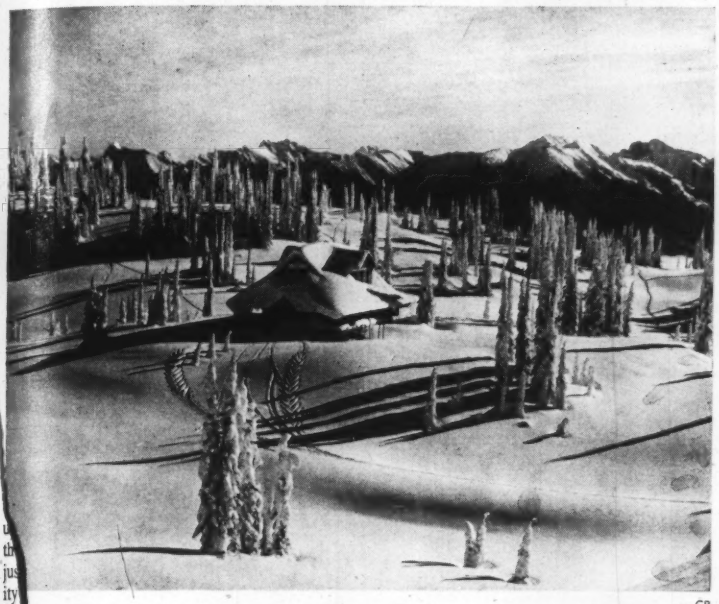
In view of the probable loss of salesmen to the forces and other Government services, what other means (such as magazine and newspaper advertising and direct mail selling) can be used to hold the business line?

And what changes, if any, should be made in sales plans in view of the effects on public buying of the tax increases that are coming, and the restrictions on credit and the bond sales campaigns? The answer is not easy at this stage of the rearmament effort. We can, however, be certain that the public will have less money to spend, and that fewer consumer goods will be produced. Will these changes offset each other? The safest assumption would be that business is going to be more competitive.

Businessmen will also do well to remember that a market lost in the period ahead may never be regained. A competitor with new designs and materials will capture customers who haven't been "kept sold" on the products now to be in short supply. This means a constant, planned sales effort, even when there is no difficulty in selling the limited supply on hand.

TRAVEL

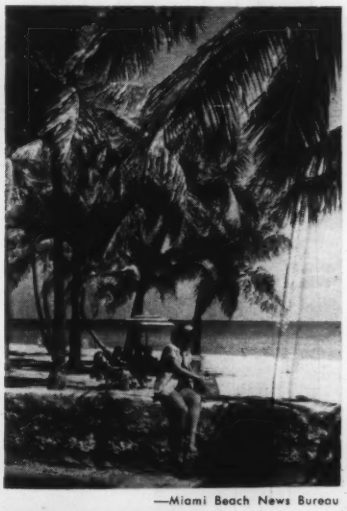
FOR THAT WINTER HOLIDAY



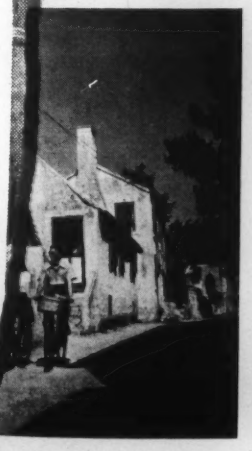
—CP

TWO TYPES *of climate bid for the patronage of Canadians as the custom of a ...-winter vacation grows in popularity each year. For hardy types winter sports still top and Canada has ample accommodation among scenes of crisp beauty as (above) Mount Revelstoke in British Columbia with its snow covered ...ier Lodge. But for rest and sport the southern sun is still hard to beat. ... left panel, boating and bicycling in Bermuda. Right panel, a beach scene ...otel architecture at Miami Beach, Florida. And air travel is available.*

—Pan American Airways



—Miami Beach News Bureau



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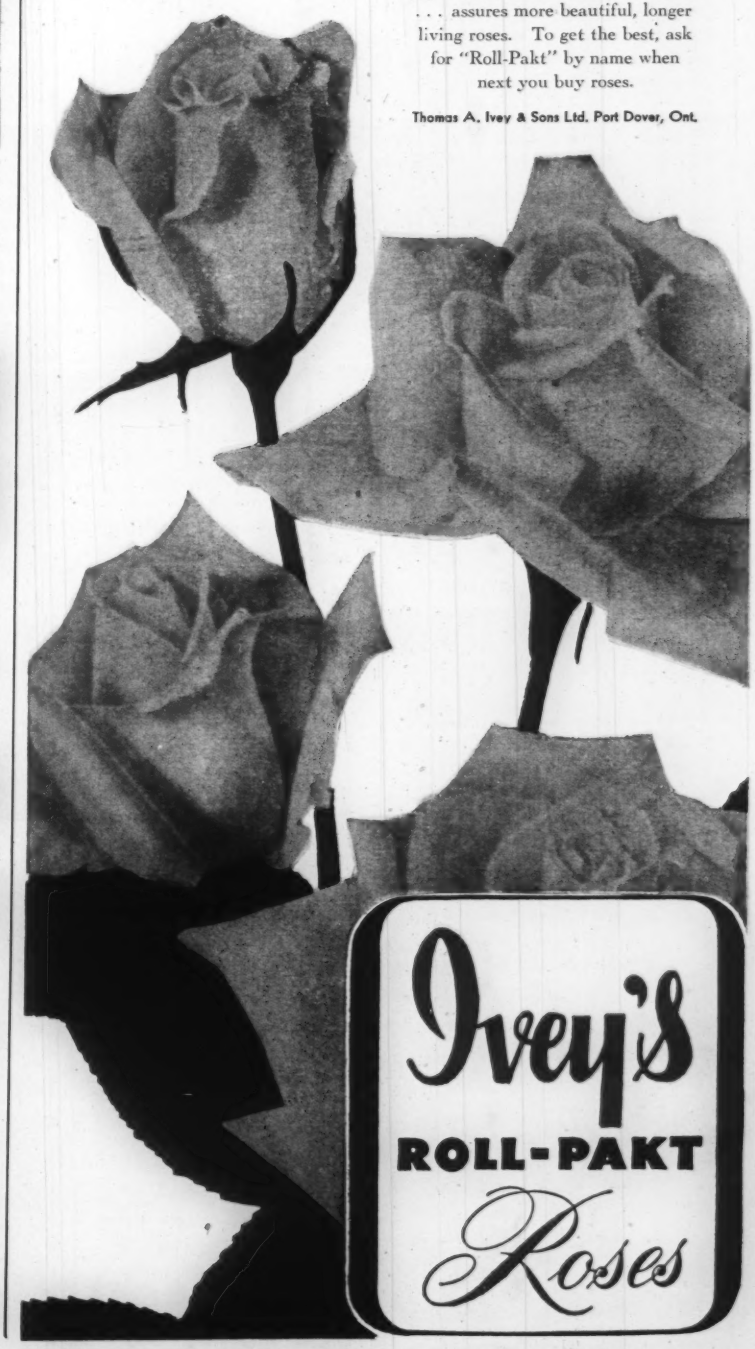

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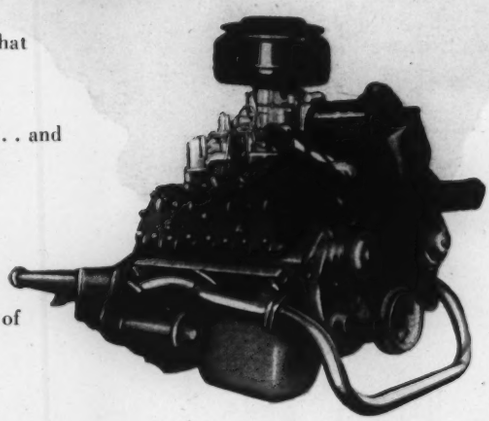

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